

October 2002



Short Range Transit Plan

FY 2003 TO FY 2010

for the

City of High Point, North Carolina

FINAL REPORT



Prepared For



Prepared By

TRANSYSTEMS
CORPORATION

In Association with

ETC

Kubilins
TRANSPORTATION GROUP, INC.

Short Range Transit Plan—FY 2003 to FY 2010
for the
City of High Point, North Carolina

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Kubilins Transportation Group**

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Acknowledgement

This Short Range Transit Plan was produced with guidance, support, and participation of the following people:

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Executive Summary

The purpose of this short-range plan is to provide a system assessment and recommendations regarding the public transit system in the City of High Point. The City of High Point, North Carolina operates two types of public transportation services. The first is a fixed route system called “Hi tran.” The second is a “door-to-door” service for elderly and persons with disabilities called “Dial-A-Lift.” Services operate mainly within the city limits of High Point six days a week, generally from 6:00 AM to 6:00 PM. About 3,000 daily riders use the Hi tran service with another 170 riders using the Dial-A-Lift service.

In addition to Hi tran services, High Point “passes through” some of its federal funds to Davidson and Guilford counties to assist them in operating their services. Davidson and Guilford county services often connect out-county locations with destinations within the City of High Point. Furthermore, High Point assists in the coordination of shuttle services for the International Home Furnishing Market. Finally, High Point transit staff has been cooperating with the Piedmont Authority for Regional Transportation (PART) in establishing regional routes connecting High Point with other Triad communities.

X.1 Background of Short Range Transit Plan

In late 2001, High Point engaged TranSystems Corporation to develop a short-range transit plan for the City’s public transportation system. The purpose of the plan was to review recent trends occurring within the system and make system recommendations for the period of FY 2003 through FY 2010.

The planning process was managed by Hi tran staff with the aid of a steering committee, composed of a cross section of transit stakeholders. The committee represented social service agencies, other public transit providers including PART, business leaders representing the Chamber of Commerce and the International Home Furnishing Market Authority, as well as High Point University and Guilford Technical Community College (GTCC).

X.2 Goals of Plan

Based on input from the Short Range Transit Planning Steering Committee, the following goals were established for the plan:

- Service to NC 68 Corridor
- Coordination with other services including Greensboro
- More paratransit service; reduce crowding; decrease travel time.
- New service to points outside the City

X.3 Plan Highlights

The following data and analyses were made as part of the Short Range planning process.

- Reviewed socioeconomic information and estimated unmet transit demand
- Obtained market research information about riders, employers, and general public.
- Reviewed operations of Hi tran and Dial-A-Lift.
- Made recommendations on fare policy
- Made marketing recommendations
- Made “No Cost” recommendations
- Made Service Expansion recommendations
- Financial Projections
- Innovative funding approach

X.3.1 System Assessment

Socioeconomic Trends and Unmet Transit Demand

- The central portion of High Point (south of Eastchester, north of Fairfield Road, east of Westchester, and west of Brentwood) has been the focus of transit services. This central area has significant concentrations of populations who traditionally need transit. That is, elderly and low-income people. These include people who occupy entry-level jobs such as unskilled industrial positions and people involved in hospitality and retail trades.
- From 1990 to 2000, according to the US Census, the general population in central High Point has declined. With that population decline, jobs have also declined.
- As High Point’s entry-level labor market has changed from industrial to service, the service industry employment opportunities along the NC 68 (Eastchester) corridor have become more important as transit destinations.
- Hi tran currently serves about 75 percent of the transit need in High Point. This does not include opportunities to serve major special events such as the International Home Furnishings Market.

Market Research Information

Four surveys were conducted during the planning process. They were, with key results:

- Hi tran On-board Survey
 - Most (almost 80 percent) 48 riders believe service is provided well
 - 79 percent of riders ride at least three days per week
 - 74 percent of riders get to the bus by walking

- 53 percent use the bus to get to work
 - 72 percent ride the bus because they do not have a car
- Dial-A-Lift Survey
 - 47 percent use Dial-A-Lift at least three days per week.
 - 90 percent of those surveyed have positive experiences with the service
 - 47 percent use the service to get to work
- Employer Survey
 - 48 percent of those surveyed think service is good or excellent
 - Improving transit service to elderly and persons with disabilities ranks second in community transportation priorities (first is maintaining existing roads)
 - 60 percent of employers think it is important or very important to expand public transit services to areas not now covered
 - 56 percent of employers would be somewhat or very supportive of increasing funding to improve transit services.
- General Resident Survey
 - 26 percent of residents think the availability of transit service is either good or excellent. 34 percent don't know.
 - 58 percent rank improving transit as the top two community transportation priorities (maintaining existing roads is the other priority).
 - 64 percent of residents think it is important for the City to foster transit improvements.
 - 57 percent of residents were either somewhat or very supportive in increasing taxes slightly to support improved transit service.

Hi tran and Dial-A-Lift Operations

The following observations were made about the Hi tran (fixed route) operation:

- Hi tran was well utilized.
- Hi tran was serving the appropriate parts of the city, save NC 68 employment areas.
- New employment along NC 68 offers potential opportunities for Hi tran riders.

The following observations were made about the Dial-A-Lift service

- A relative handful of people make many if not most of the trips.
- There was justification in using larger vehicles to service high activity areas such as the Life Span workshop at 940 Beaumont.
- A significant number of non-ADA eligible people use the Dial-A-Lift service.

X.3.2 Plan Recommendations

Fare Policy Recommendations

- Institute a “youth” fare of \$.35 (currently the fare is \$.75). Reducing the fare would increase youth ridership by about 50 percent at a cost (in reduced revenue) of \$3,600 annually.

Marketing Recommendations

- Improve quality of printed bus schedules and other public information.
- Publish at least some public information in Spanish.
- Work with the Parks and Recreation department on joint marketing opportunities.
- Install more passenger waiting shelters.
- Install more sidewalks.
- Consider instituting an “Adopt a Bench/Shelter/Stop Program”.

No Cost Hi tran Recommendations

- Split North Main route to service The Mabe Center on NC 68 at about Lassiter Drive. The route would continue to service the Wal-Mart on North Main as well as Oak Hollow Mall.
- Pursue subsidy for the GTCC route from GTCC and the Town of Jamestown.
- Combine the Industrial Park Flyer with the South Main Street route.

Service Expansion Recommendations

- Expand evening service to 9:30 P.M. with many of the routes; serve the 9:30 P.M. to 12:00 midnight period with flexible routes operating in the core area of High Point.
- Institute an evening companion route to PART’s planned NC 68 route. The evening route would operate from 6:00 P.M. to 12:00 midnight.
- Consider instituting Sunday, daytime service.

Dial-A-Lift Recommendations

- Consolidate workshop trips and larger and fewer vehicles.
- If funding becomes tight for Hi tran, consider reconfiguring Dial-A-Lift service for ADA eligible riders only.

Funding and Financial Projections

- Based on current information, High Point’s transit costs are expected to increase about 4.5 percent per year from 2003 to 2010. This assumes no new services are added.

- Projected federal and state funding should be adequate to cover at least current proportional shares of operating subsidies.
- From FY 2003 through FY 2007, about \$1.6 million in “unused” federal and state funds will potentially be available to provide additional evening service and, perhaps, Sunday service. If these unused funds can be tapped, expanded evening and Sunday services can be provided from FY 2004 and FY2007 *without* additional City support beyond what is currently projected.

X.4 Addressing Plan Goals

As stated above, the goals established for the plan were:

- Service to NC 68 Corridor
- Coordination with other services including Greensboro
- More paratransit service; reduce crowding; decrease travel time
- New service to points outside the City

The above recommendations addressed the plan goals in the following ways:

Service to NC 68 Corridor

The plan addressed the NC 68 goal by recommending splitting the North Main route in two, with one part going to The Mabe Center. The PART NC 68 route would service much of the remaining potential demand for the corridor. Further, if service expansion becomes feasible, evening service that would connect downtown High Point with Piedmont Centre was also proposed.

Coordination with Other Communities

Coordination with other communities would occur through pursuit of “local leveraging” of dollars to secure unused Federal and State transit dollars following into the region. Second, the PART NC 68 route would provide inter-regional connection to Greensboro and beyond.

Expand Paratransit

If service expansion occurs, paratransit service would also be expanded. Further, over crowding was addressed by recommending the purchase of larger, “body-on-chassis” vehicles. Travel time, while not directly addressed, should be reduced for non-workshop patrons as workshop riders are consolidated in fewer vehicles.

Service Outside of High Point

Finally, two out-county routes collectively serving Thomasville, Asheboro, and Archdale were recommended.

Section 1: Introduction

1.1 Study Purpose

The primary purpose of the Short Range Transit Plan was to address several trends occurring within High Point. The High Point area, as part of the Piedmont Triad, has had recent challenges to its transit services. These include:

- Declining fixed route ridership, some of which is due to the slow-down in the local economy with lay-offs in the furniture and textile industries.
- The increasing need to better connect smaller urban areas with High Point's Hi tran service.
- Decline in paratransit ridership, while not necessarily "bad news," does, nonetheless offer a sign that Dial-A-Lift patrons might be shifted to more productive services.
- Increased interest in seeing how technology might improve customer service.
- Opportunity to possibly improve special event services that are part of the International Home Furnishings Market.

The purpose of this study was to analyze these trends and make recommendations that fundamentally reverse ridership declines.

1.1.1 About Public Transit in High Point

The City of High Point operates two services as part of its public transit operation. The first is a fixed route system known as Hi tran. The fixed route system generally operates Monday through Saturday, 6:00 A.M. to 6:00 P.M. About 3,000 daily riders board Hi tran buses each weekday. All routes meet in downtown at the Broad Avenue terminal.

The second service is a paratransit operation called "Dial-A-Lift." The Dial-A-Lift service provides complementary paratransit in compliance with the Americans with Disabilities Act (ADA) as well as door-to-door service for the City's elderly population. The Dial-A-Lift service transports about 170 daily riders each weekday. The City uses its own in house employees to provide the service as well as a private contractor. The operation was shared equally between in house employees and those of the private carrier.

1.1.2 Steering Committee and Study Goals

An eighteen-member steering committee was formed to help guide the direction of the planning study. The committee represented a cross section of High Point stakeholders including representatives from the High Point Chamber of Commerce, the International Home Furnishings Market Authority, the Piedmont Authority for Regional Transportation, Guilford Technical Community College, High Point University, and various social service agencies including the High Point Housing Authority. During the

course of the study, the committee met four times to provide direction for the study and review collected data and recommendations. The committee established these four basic goals for the study:

- Improve service in the NC 68 Corridor.
- Improve coordination among transportation providers, specifically Greensboro.
- Increase paratransit service, reduce overcrowding, and shorten travel time.
- Investigate services that connect High Point with outlying communities, specifically Thomasville, Archdale, and Asheboro.

1.1.3 High Point Urban Area Metropolitan Planning Organization

An overview of the plan was presented to the High Point Urban Area Metropolitan Planning Organization (MPO). In late May 2002, a presentation on the High Point Short Range Transit Plan was given to the MPO. An overview of the study's steering committee activities, market research, project goals, major findings, and preliminary recommendations for service and financing was explained to the MPO's policy and technical committees. Discussion items pertaining to the study included:

- Whether or not the survey results that indicated a "poor" service rating also provided information that identified the locations of poor service;
- When the proposed Out-of-County service options (to Thomasville and Asheboro) would operate during the day;
- Whether or not the plan should assume that federal and state funding will be available in the future (e.g. funding from the Highway Trust Fund); and
- How forecasts of increased ridership, resulting from expanded service options, were calculated.

Other discussion items included the next steps for the study and how regional transit services could be funded. At the conclusion of the presentation, the group voiced that non-duplication of services is important as a more regional approach to services and resources is developed.

1.2 Plan Organization

This plan is divided into three main parts. The first part presents an assessment of public transit in High Point by using various ridership, operating, and financial data. This data includes operating statistics for Hi tran and Dial-A-Lift, socioeconomic and housing information, market research, and first hand observations of the consulting team. The second part contains recommended improvements. Improvements involving either no cost or cost savings were developed as well as recommendations involving service expansion. Finally, the plan presents financial projections including operating and capital costs as well as funding trends.

Section 2: Assessment of Existing Conditions

2.1 Introduction

This section assesses the current Hi tran/Dial-A-Lift operation. The assessment was done at two levels. First, the assessment was performed at the “macro level” that reviewed broad socioeconomic trends. Second was a “micro level” analysis reviewing specific operating characteristics of the services.

2.2 Demographics—Assessing where the demand resides

To help define where the market for transit exists in High Point, a review of demographic trends was done. An assessment of the High Point Urban Area using demographics and development trends was used for this task. Areas that may warrant service presently or in the future were identified based on the existing development pattern and growth projections. Specific attention was given to the transit feasibility in the high growth corridors and to activity centers that lie outside of current service routes.

2.2.1 Location of Potential Riders & Destinations

As a means to identify the location of employment and housing that were likely to benefit from the presence of transit service, a series of thematic maps were developed using socio-economic data from the High Point Urban Area Metropolitan Planning Organization (MPO). In 1994, the MPO surveyed all employment within the Urban Area and classified it into five land use codes: Industrial, Commercial, Highway Commercial, Service, and Office. Each employer was surveyed for type and number of jobs. The data was then organized by Traffic Analysis Zones (TAZ's) for use in the regional transportation model. In addition, in this same year all households were field verified and classified into categories intended to summarize their trip making characteristics. These classifications included: poor, below average, average, above average, and excellent. This data was likewise, geographically grouped into corresponding TAZ's. The result was a database of 299 separate TAZ's with a comprehensive listing of employment and household totals by type. This data was then projected to forecast employment and housing trends in 2005, 2015, and 2025. The data from the 2005 projection was used to create the following thematic maps:

2005 Total Employment

2005 Combined Industrial, Retail, Hwy Retail, Service Employment

2005 Below Average and Poor Households

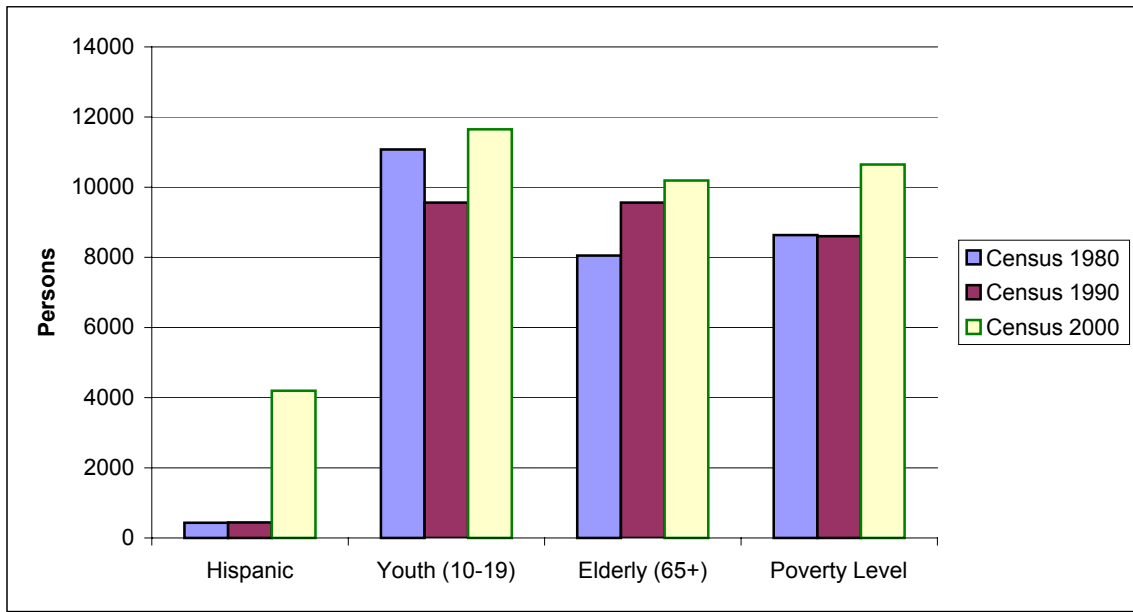
The graphic depiction of these data sets permitted comparison of existing transit routes with the geographic areas that share known transit demand characteristics thereby identifying areas for successful transit expansion. This comparison may reveal potential

gaps in the transit operations that may warrant investigation for future transit service. See Figure 2, Figure 3, and Figure 4 for employment and housing graphics.

2.2.2 Additional Demographic Trends

Other trends worth noting from the 2000 Census include the change in various ethnic groups, youth, elderly, and those at the poverty level. Figure 1 includes a graph depicting changes in the various demographic trends from 1980, 1990, and 2000. Figures 5 to 9 show data from the 2000 Census and other sources.

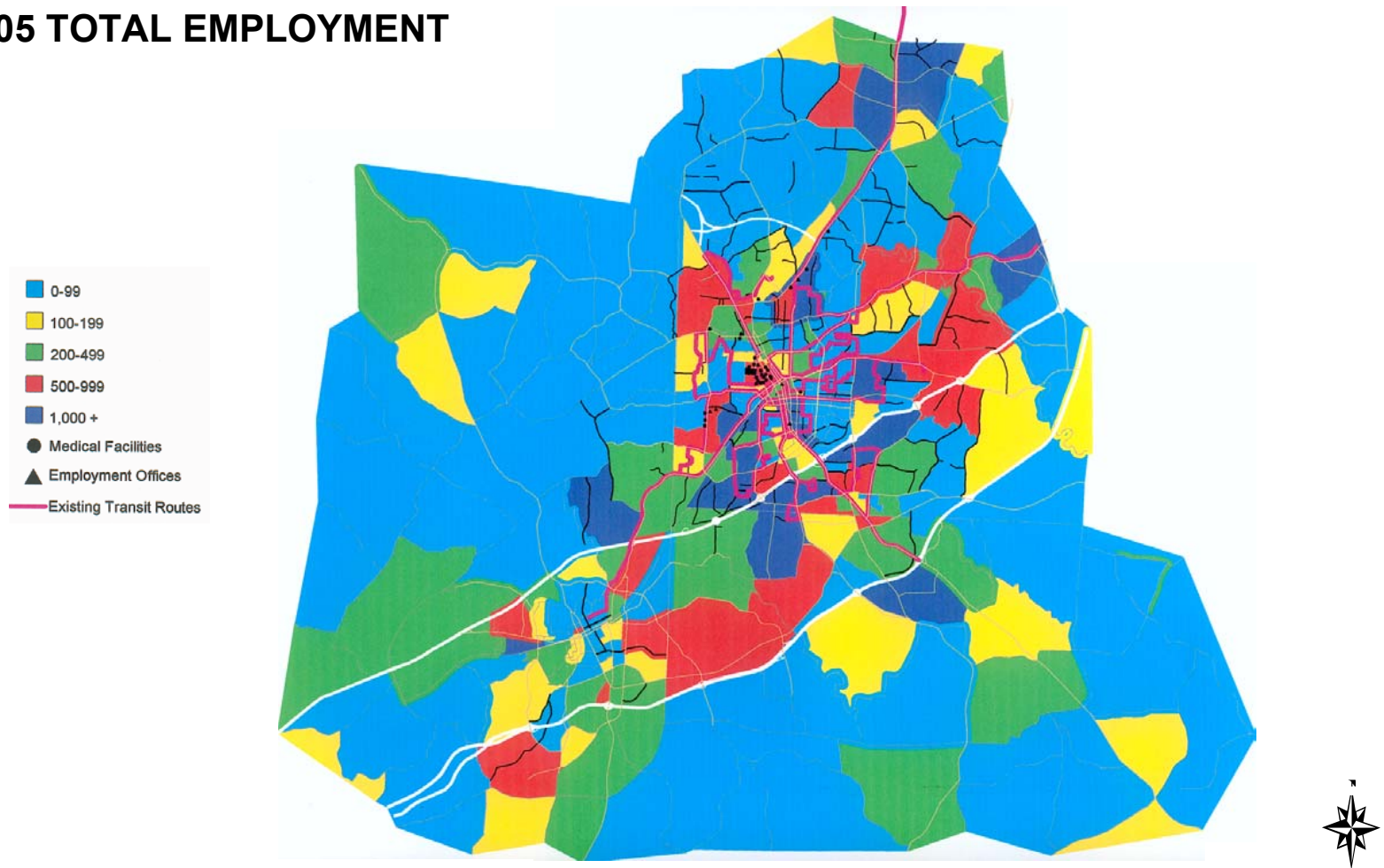
Figure 1: Demographic Trends



These include changes in population, population density locations of elderly, Hispanic, and households with single parents. All figures overlay the Hi tran weekday routes. Finally, Figure 10 shows the location of public housing in relation to weekday bus routes.

Figure 2: Projected 2005 Total Employment—High Point Urban Area

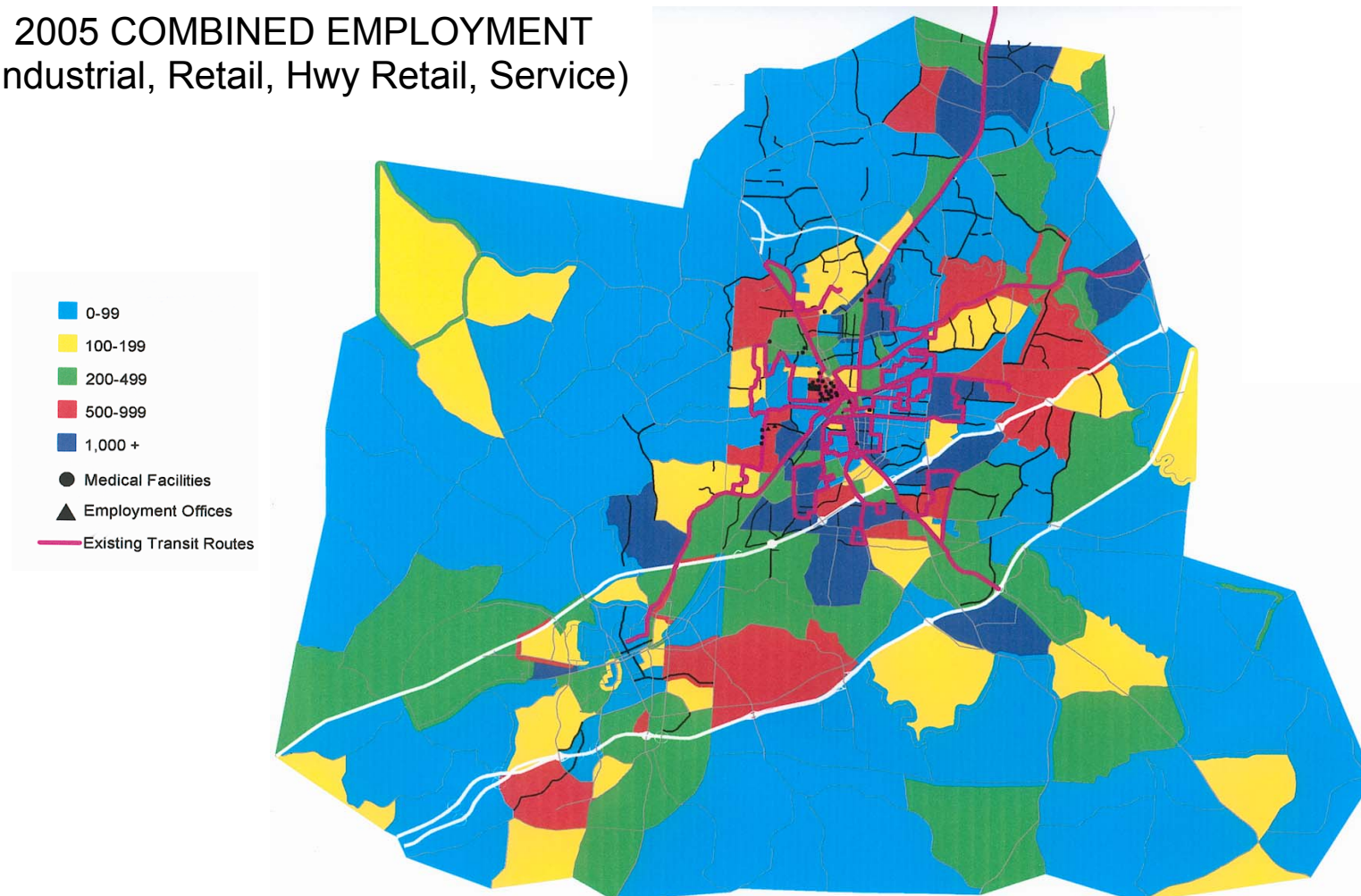
2005 TOTAL EMPLOYMENT



Source: HP Urban Area Socio-Economic Data

Figure 3: Projected 2005 Combined Employment (Industrial, Retail, Service) for High Point Urban Area

2005 COMBINED EMPLOYMENT (Industrial, Retail, Hwy Retail, Service)



Source: HP Urban Area Socio-Economic Data



Figure 4: Projected 2005 Poor & Below Average Households in High Point Urban Area

2005 POOR & BELOW AVERAGE HOUSEHOLDS

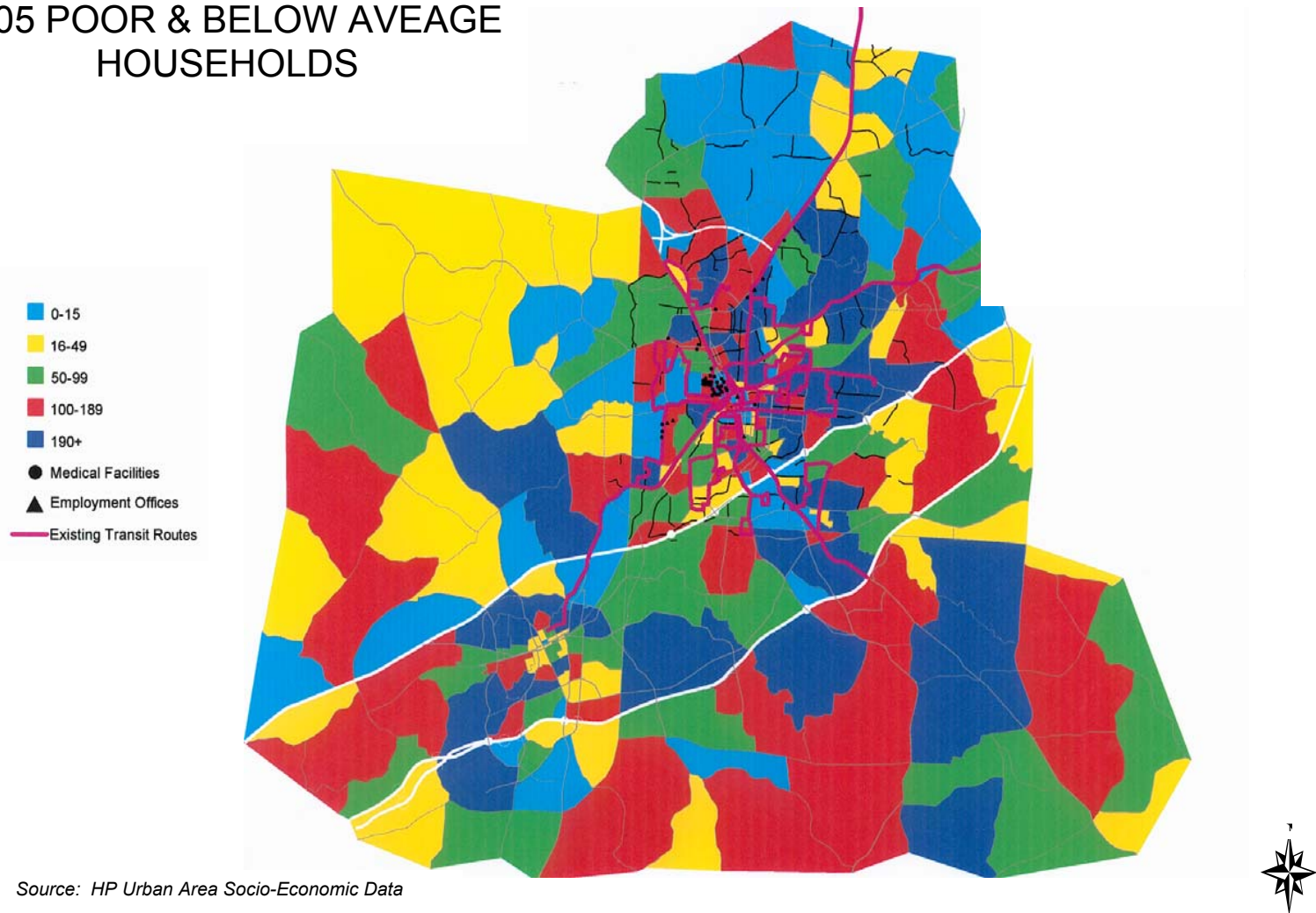


Figure 5: Change in Population within the City of High Point

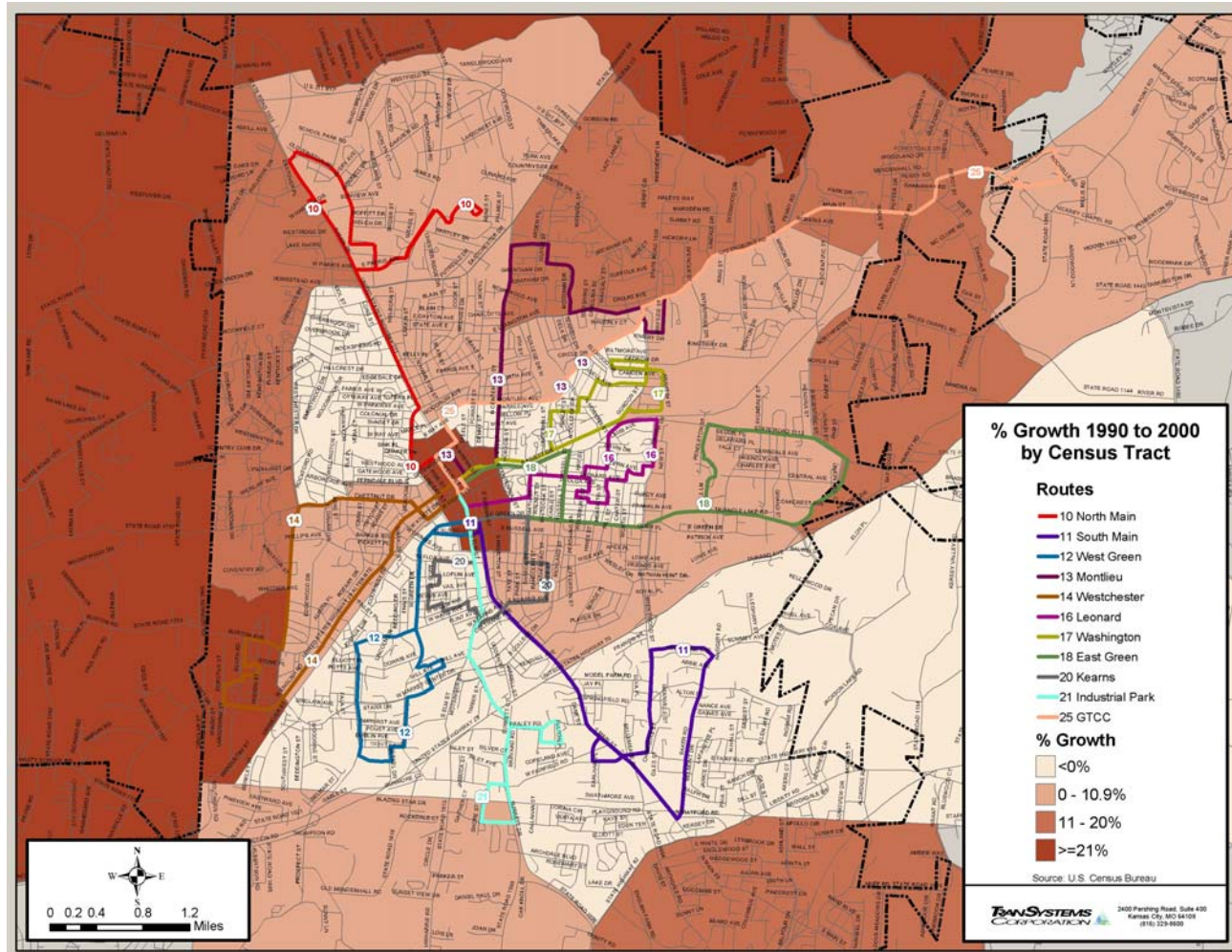


Figure 6: High Point Population Density

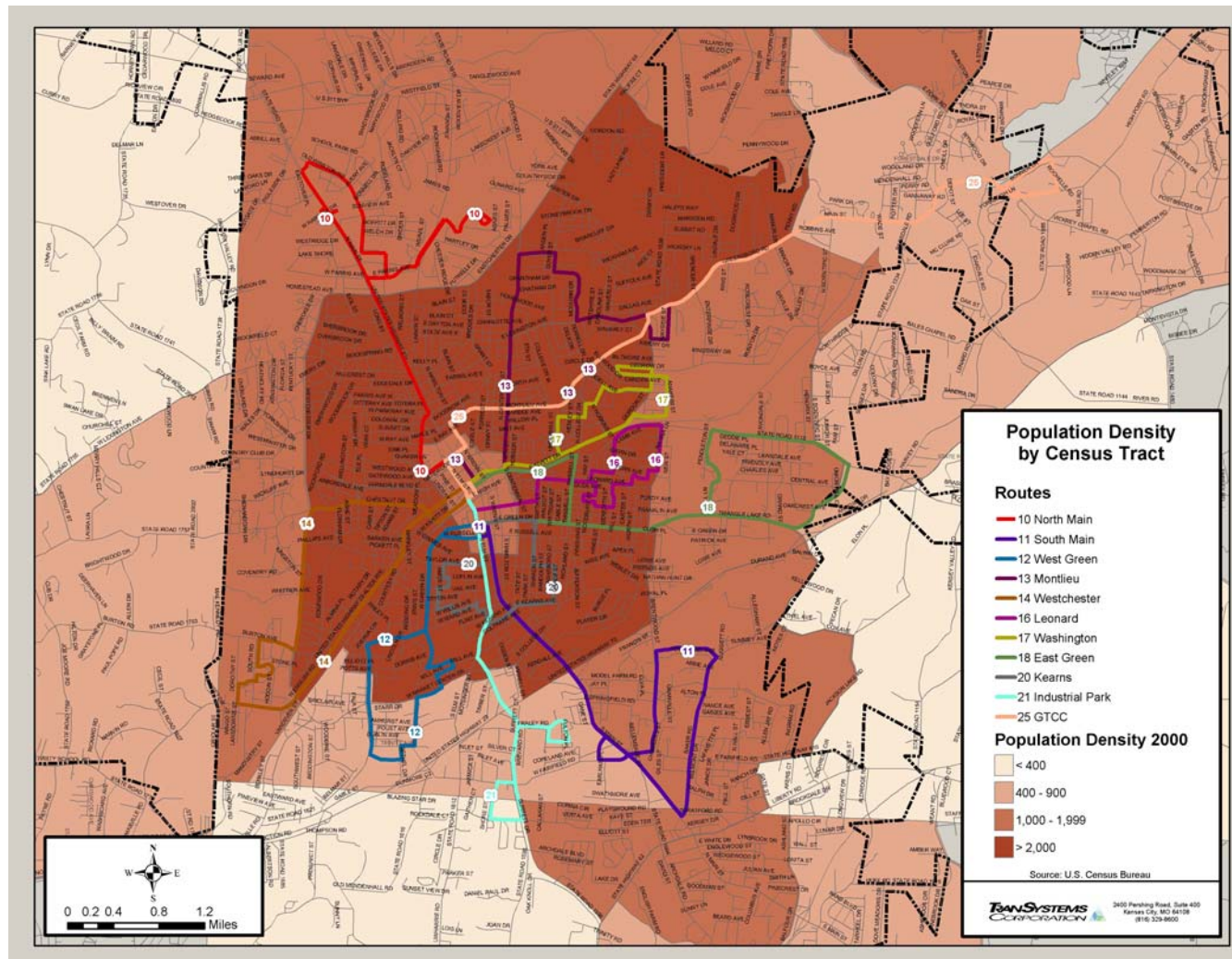


Figure 7: High Point Elderly Population

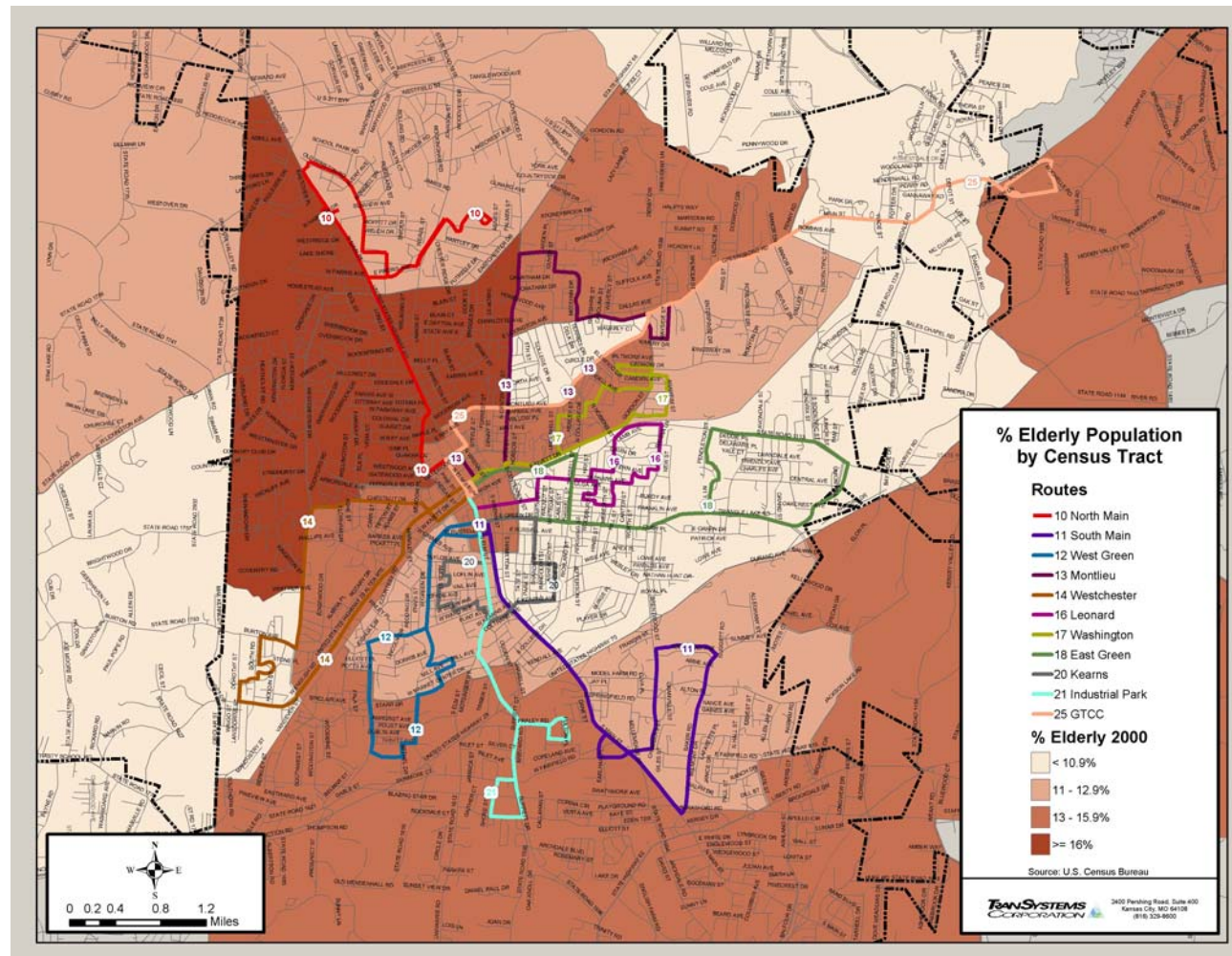


Figure 8: High Point Hispanic Population

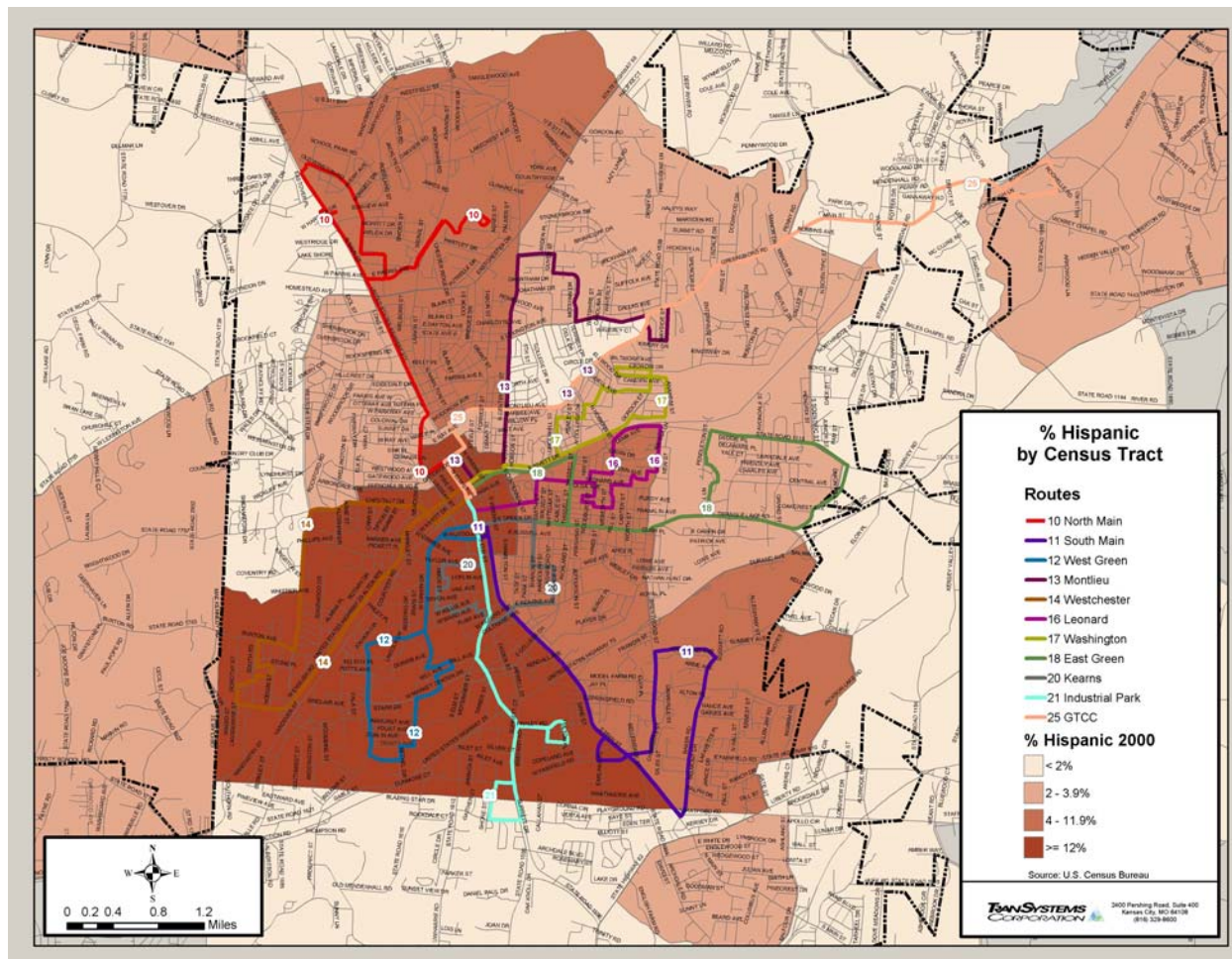


Figure 9: Locations of Single Parent Households in High Point

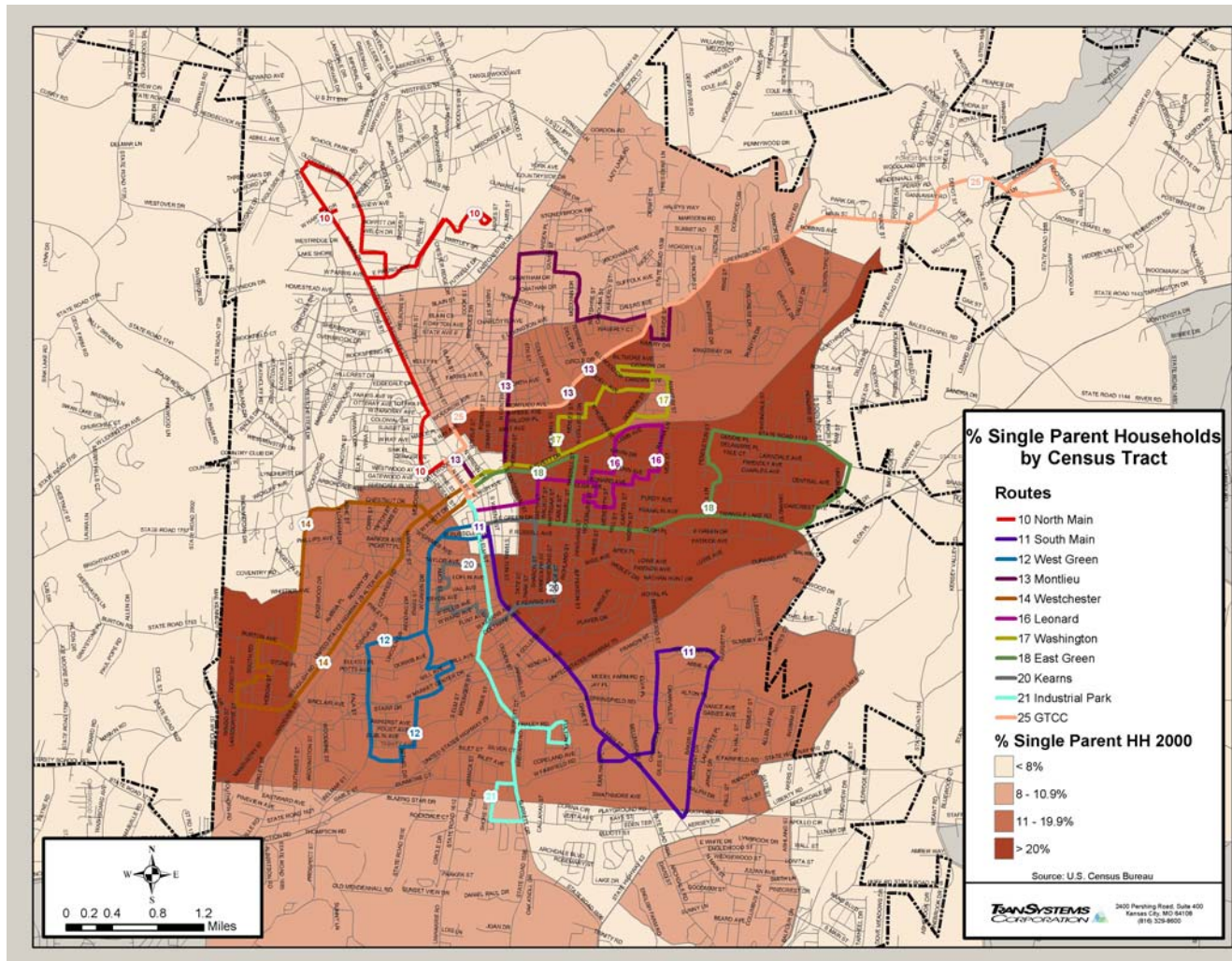
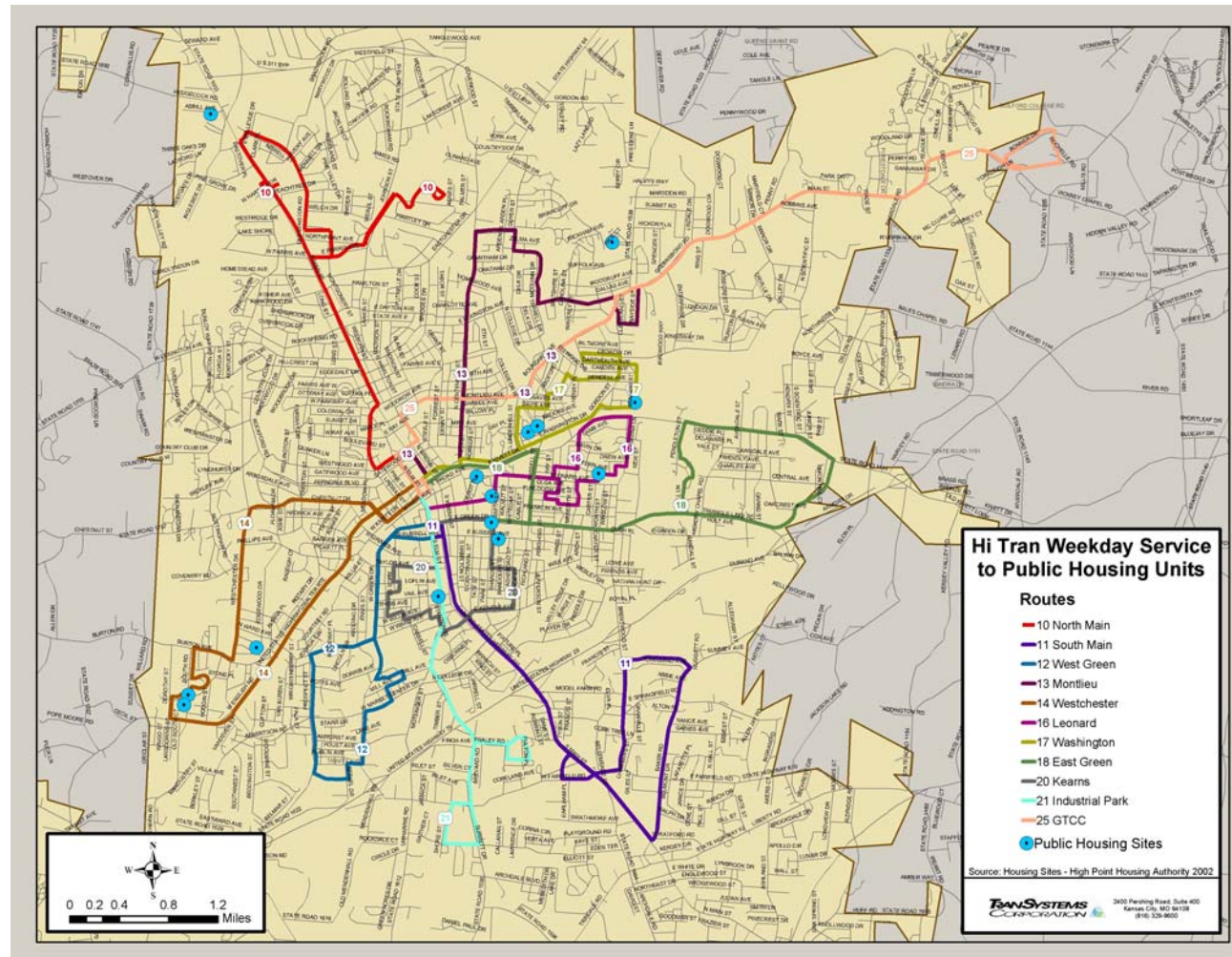


Figure 10: Location of High Point Public Housing



2.3 Unmet Transit Demand

The purpose of this analysis was to estimate the unmet demand for transit services based on available data.

2.3.1 Methodology

Determining what methodology to use for High Point was largely influenced by the availability of existing data sets. Given the type of data available and the timeframe and resources acceptable for conducting demand estimation, the Mobility Gap methodology was selected for use in High Point. This methodology is briefly described below:

Mobility Gap Method

The Mobility Gap method measures the mobility difference between households with a vehicle(s) and households without a vehicle. The concept assumes that the difference in travel between the two groups is the demand for transit among households without a vehicle.

The Mobility Gap method relied heavily on data found within the US Census. In addition, the Scope of Work for the High Point Short Range Transit Plan also included stakeholder surveys that further supplemented the results of this demand estimation. A brief overview of the data and Mobility Gap process is presented in the following text.

2.3.1.1 Sources of Data

At the time of the study, only the short form of Census 2000 was available. However, for many of the mobility gap equations, more information was required than was available in the short form. To estimate the missing values, Census 1990 data was used. This task was accomplished by calculating percentages for various household characteristics from the 1990 Census; the resulting ratios were applied to the total number of households identified in the Census 2000 data. The result was an *inferred estimation* of household characteristics for the base year 2000. For example, the number of households with zero vehicles available was needed to compute Estimated Transit Demand. The 1990 Census reveals that there were 27,545 total households and 2,376 of those consist of people between the ages of 15 to 64 owning zero cars. Dividing 2,376 by 27,545 yields eight percent. The Census 2000 data identified 33,519 households in High Point. Therefore, multiplying 33,519 by eight percent yields 2,682 households with individuals ranging between the ages of 15 to 64 owning zero cars, which was then used in the Estimated Transit Demand equation.

2.3.1.2 Mobility Gap Methodology

The Mobility Gap method measures the difference in the household trip rate between households *with* private vehicles and households *without* vehicles. Because households

with vehicles generate more travel than households without vehicles, the difference in trip rates is the mobility gap.

This method uses data that is easily obtainable, yet is stratified to address different groups of users: the elderly, the young, and those with and without vehicles. The data may be analyzed at the county level, and based upon the stratified user-groups. The method produces results applicable to the Hi-Tran Service Area and at a realistic level of detail. Compared with other methods, the Mobility Gap method lends itself to revision and monitoring of transit needs in the future.

The primary strength of this method is that it is based upon data that was easily available: household data and trip rate data for households with and without vehicles. In order to estimate vehicle ownership in the High Point area, the household characteristics from the 1990 Census were used in conjunction with the 2000 Census data to estimate these characteristics. Table 1 shows the households in High Point with and without vehicles, based upon this Census information.

Table 1: Households in 2000

Group	Households		
	With One or More Vehicles ²	With Zero Vehicles ²	Total ¹
Age 65 or Older	5,363	2,011	7,374
Age 15 to 64	23,128	2,682	25,810
Total	28,491	4,693	33,184

1 - Source: Census 2000

2 - Percentage of 1990 Census applied to Census 2000 data

Trip rate data, specific for the area of analysis (e.g., the City of High Point), was derived from the Nationwide Personal Transportation Survey (NPTS)¹, a national survey providing data on travel and transportation patterns in the United States, organized by U.S. Census regions and divisions. Because the NPTS sample size from the City of High Point was too small to be representative of local travel patterns, NPTS data specific to rural and urban areas was derived from two Census Divisions in the East: Census Division 5 - South Atlantic (consisting of Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia) and Census Division 6 – East South Central (consisting of Alabama, Kentucky, Mississippi, and Tennessee). A total NPTS sample size of 5,239 households² was used for the trip rate analysis, consisting of 22,234 trips and 11,755 persons.

¹ The NPTS serves as the nation's inventory of daily personal travel, providing data on personal travel behavior, trends in travel over time, trip generation rates, and data for various other planning and modeling applications. The survey was conducted by Research Triangle Institute between May 1995 and July 1996, under the sponsorship of the U.S. Department of Transportation. FHWA coordinates the survey.

² Total NPTS sample for Census Division 5 and Census Division 6 was used.

When using the Mobility Gap method, the trip rates for households with vehicles serves as the target for those households without vehicles, and the “gap” (the difference in trip rates) is the amount of transit service needed to allow equal mobility between households with zero vehicles and households with one or more vehicles. The basic equation used in the Mobility Gap method is:

$$\text{Mobility Gap (In Trip Rate)} = \text{Trip Rate}_{\text{HH w/Vehicle}} - \text{Trip Rate}_{\text{HH w/out Vehicle}}$$

Where “HH w/ Vehicle” represents households with one or more vehicles, and
“HH w/out Vehicle” represents households without a vehicle.

Table 2 shows that for households with people age 65 and older, a mobility gap of 0.39 person-trips per day per household exists between households with and without an automobile. For households with individuals between the age of 15 and 64, a mobility gap of 2.31 person-trips per day per household exists between households with and without an automobile.

Table 2: Mobility Gap Calculations

Group	Trip Rate ^{1, 2}		Mobility Gap ¹ (Difference)
	Household with One or More Vehicles	Household with Zero Vehicles	
Age 65 or Older	1.84	1.45	0.39
Age 15 to 64	4.99	2.68	2.31

1 – In Person Trips per Household per Day

2 – Derived from the 1995 Nationwide Personal Transportation Survey, USDOT

Using this methodology, the number of transit trips needed to serve the demand was therefore equivalent to the mobility gap multiplied by the number of households without a vehicle:

$$\text{Estimated Transit Demand} = (\text{Mobility Gap}) \times (\# \text{ of Households without a Vehicle})$$

Using the Census 2000 household data (Table 1) and the appropriate mobility gap trip rate (i.e. 0.39 person trips per day per household for zero-vehicle households with individuals 65 years old and older, and 2.31 person trips per day per household for zero-vehicle households with individuals age 15 to 64), the estimated demand was calculated for the City of High Point.

Table 3 on the following page depicts the results of the Mobility Gap analysis for the High Point area.

Table 3: Estimated Transit Demand for High Point¹ Using the Mobility Gap

Group	Daily Demand ¹ (One-way Person Trips per Day)	Annual Demand (One-way Person Trips per Year)
Age 65 or Older	785	286,488
Age 15 to 64	6,192	2,260,195
Total	6,977	2,546,682

¹ –Determined by multiplying zero vehicle households and the Mobility Gap (2.31 or 0.39 person trips per household per day)

Table 3 shows that the Mobility Gap method estimates a citywide transit demand that exceeds 2,546,000 person-trips per year and 6,977 person-trips per day.

2.3.1.3 Transit Mode Split

In order to understand the validity of the predicted Mobility Gap, one must relate the estimated transit trips to the overall trip making characteristics of the region. With this in mind, the calculated mode split based on the mobility gap estimation was compared to the mode split for the entire nation, State of North Carolina, Triangle and Triad regions, and the City of High Point.

Based on data retrieved from the 1990 and 2000 Census, total trips were calculated and compared to various degrees of transit ridership. Table 4 below depicts the estimated mode split for various geographic locations.

2000 High Point Estimated Daily Trip Total = 139,540

Table 4: Mode Split for Various Locations

Location	% Mode Split	Source
United States	1.21	1995 NTPS
Entire State NC (1990 & 2000)	1.0	Census 1990 & Census 2000 data
Triangle Region	HBW* 2.03 HBO** 1.06	NCDOT, (Triangle Predictive Model)
City of Durham	1.9	Durham Area MPO
Triad Region	1.0	NCDOT (Triad Model Assessment)
Winston-Salem	.90	Winston-Salem MPO
City of High Point 2000 Transit Service	1.67	HiTRAN
Preliminary Mobility Gap Estimate	5.0	Mobility Gap Estimate

* Home Base Work Trip

** Home Base Other Trip

2.3.1.4 Final Results

The following summary information depicts the results and interpretation of the transit demand estimation.

Mobility Gap Annual Transit Demand = 2,546,682 person trips per year
Current Reported Transit Service = 827,800 person trips per year

When compared to the Mobility Gap Method, the current level falls short by 67%.

The estimated annual transit demand using the Mobility Gap methodology is 2,546,682 person-trips per year. The current level of reported transit service provided in the City of High Point is approximately 827,800 person-trips per year³. When compared to the Mobility Gap Method, the current level falls short by 67%.

Upon further review, a comparison with the current level of transit service in the City and the surrounding region suggests that the estimate provided by the Mobility Gap method is fairly high. It is important to note that the Mobility Gap method is estimating *all* potential trips not currently accommodated by privately owned vehicles. Therefore, it is unrealistic to expect any transit service to accommodate the full potential as calculated under the Mobility Gap methodology. Furthermore, the mode split for transit trips estimated using Mobility Gap would result in a 5% transit mode split. When compared to the Nation, Region, and neighboring communities, it is evident that a more realistic target for the Hi-Tran System is less than the 5% Mobility Gap mode split. Based upon professional judgment and review of other successful transit systems of similar size, a more reasonable goal of 2% is therefore recommended.

Mobility Gap Mode Split = 5%
Recommended Transit Mode Split Goal = 2%

A 2% transit mode split would equate to almost 2,800 daily transit trips (1,018,000 annual transit trips). This targeted mode split would equate to a 23% increase in current level of service based on the number transit trips in 2000.

³ Includes riders associated with the International Home Furnishings Market held twice a year.

Table 5: Unmet Transit Demand Summary Information

	Mode Split	Daily Trips	Annual Trips
Mobility Gap Estimate	5%	6,977	2,546,682
Current Transit Service	1.67%	2,268	827,800
Recommended Goal	2%	2,789	1,018,000
Amount Increase		521	190,200

2.4 Peer Provider Survey

In order to obtain a clear understanding of the transportation services available in the High Point area, a survey of peer area service providers was conducted. Six public transportation agencies and four private transportation companies participated in the survey, which consisted of thirteen questions for public agencies and five questions for private companies.

The following transportation service providers were contacted and participated in the surveys. Mazzeo Transportation declined to participate in the survey.

Table 6: Participating Peer Transportation Service Providers

Service Provider	Type
Greensboro Transit Authority	Public
Winston Salem Transit Authority	Public
Guilford County Transportation	Public
Davidson County Transportation	Public
Randolph County Area Transit System (RCATS)	Public
NCDOT Rail Division	Public
Carolina Trailways	Private
Red Bird Cab Company	Private
First Class Cab Company	Private
Child Transportation, Inc. (CTI)	Private

Complete survey results and service provider profiles are included in the Appendix A. A brief discussion of the differences among service provider characteristics follows.

2.4.1 Services Provided

Public transportation services within City limits generally provide fixed route and ADA demand response services, with some flex routes and express service routes. County public transportation services tend to offer primarily subscription service and demand response services for the rural general public, the elderly, and/or for individuals in work programs or activity. Private transportation operators provide primarily taxicab service and specialty transportation services. Carolina Trailways provides intercity bus service for the public and the NCDOT Rail Division provides statewide intercity rail services.

2.4.2 Geographic Area Covered

City and County public transportation services tend to provide service within the city or county corporate boundaries, often extending beyond the city limits for specific routes or trip types. Private service providers may limit service to specific counties or cities; others may provide service anywhere client is willing to pay.

2.4.3 Number and Type of Vehicles Operated

The number and type of vehicles operated by each system vary significantly across public and private service providers. City systems utilize 34 and 38-passenger buses, small buses, and vans, while county systems tend to operate only small buses and vans. Private service providers for local transportation services typically operate buses, vans, minivans, and sedans.

2.5 Hi tran Operational Assessment

This section documents various operating and financial statistics regarding the Hi tran (fixed route) operation.

2.5.1 Inventory

Based on information provided by the City of High Point, two graphics were produced to inventory various passenger amenities. Figure 11 shows bench locations and Figure 12 shows passenger shelter locations. Finally, Figure 13 shows the location of High Point sidewalks in relation to Hi tran routes.

Regarding sidewalks, it is apparent that many of Hi tran's routes do not have existing sidewalks. As will be shown later in Section 4, High Point has unused federal funds. Some of those funds could be potentially used to fill in some of the sidewalk gaps indicated in Figure 13. The best opportunity would likely involve federal funds projected to be unused for FY 2003.

Figure 11: Location of Passenger Benches

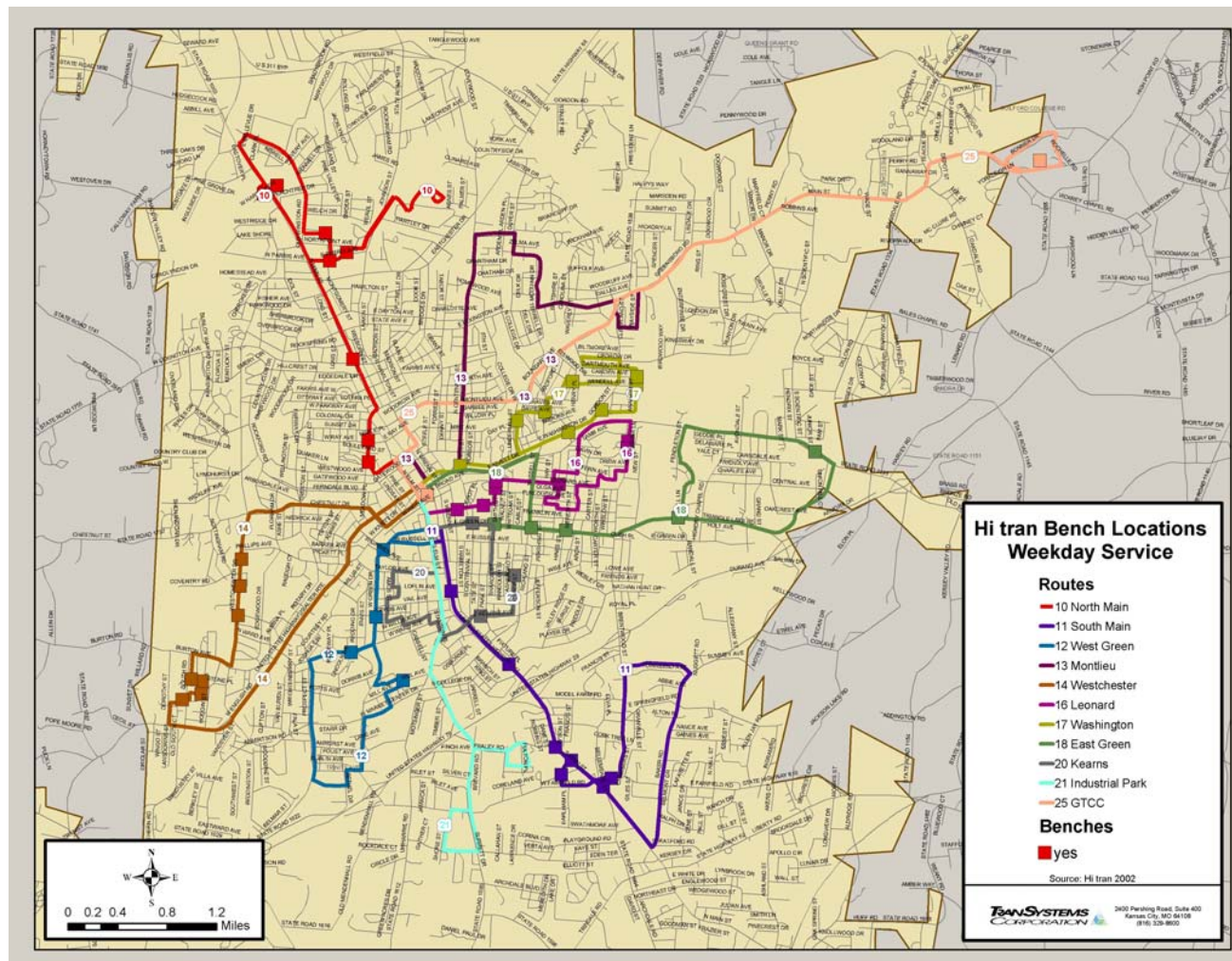


Figure 12: Locations of Passenger Shelters

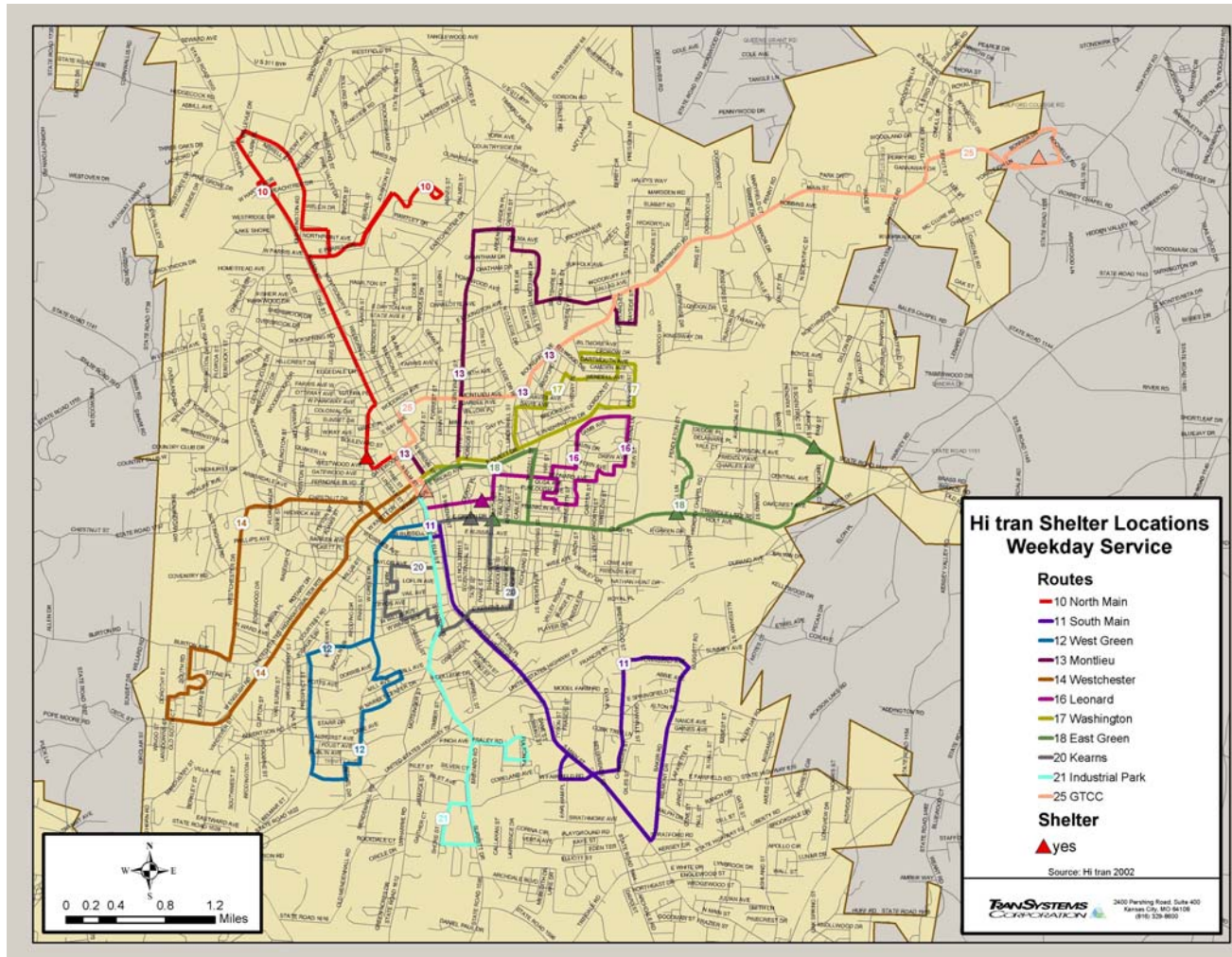
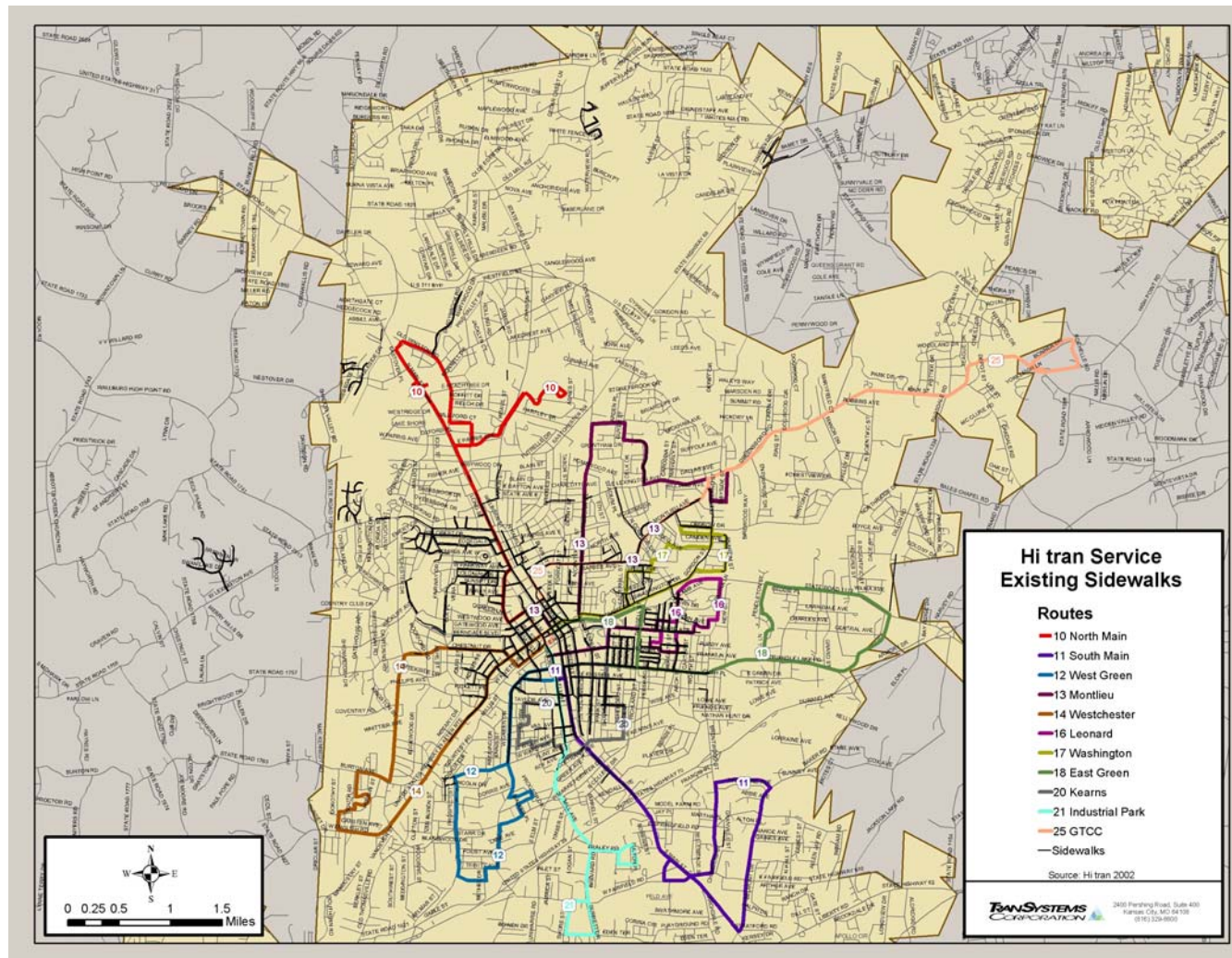


Figure 13: Locations of Sidewalks Along Hi tran Routes



2.5.2 Operating and Performance Trends

The figures on the following pages are explained below.

Figure 14: Hi tran Ridership Trend

This figure depicts the overall decline in Hi tran ridership. All fare categories: full fare passengers, senior citizens, and transferring passengers show declines.

Figure 15: Time Distribution of Weekday Ridership

This Figure shows the trend in weekday ridership by hour of the day for 1999, 2000, and 2001. As can be seen, the peaks and valleys of ridership through out the day have been fairly consistent over the prior three years. Hi tran experiences peak demand in the early morning (6:00 AM to 8:00 AM) and mid to late afternoon (3:00 PM to 5:00 PM).

Figure 16: Hi tran Ridership Composition

This Figure shows ridership for the year 2001, by fare category: Line Passengers (full fare), Transfer, and Senior Citizens (Half Fare). Incidentally, the proportions of ridership in 2001 were similar to the proportions in the year 2000. The composition shows a strong transfer rate indicating that a large number of people need to change buses to reach their final destination. The transfer rate is consistent for systems similar to Hi tran.

Figure 17: Revenue to Cost

This figure shows, by route, the percentage of costs covered by passenger fare revenue. The City of High Point has a revenue to cost target of about 40 percent. The figures show the actual results for Fiscal Years (July to June) 2000 and 2001. It also shows revenue to cost for Fiscal Year 2002 through February 2002. The trend shows that first, results are falling below the City's goals. Second, as ridership has declined, so has the revenue to cost ratio. It is interesting to note that the North/South Main routes (which are the heaviest used routes) are below overall average. This is due to high number of transfers on these routes as well as a high percentage of senior citizens riding the routes. Over 40 percent of the system's senior citizen ridership use the Main Street routes. About forty percent of the Main Street routes' ridership is transfers, which are among the highest transfer rates in the system.

Figure 14: Hi tran Ridership Trend

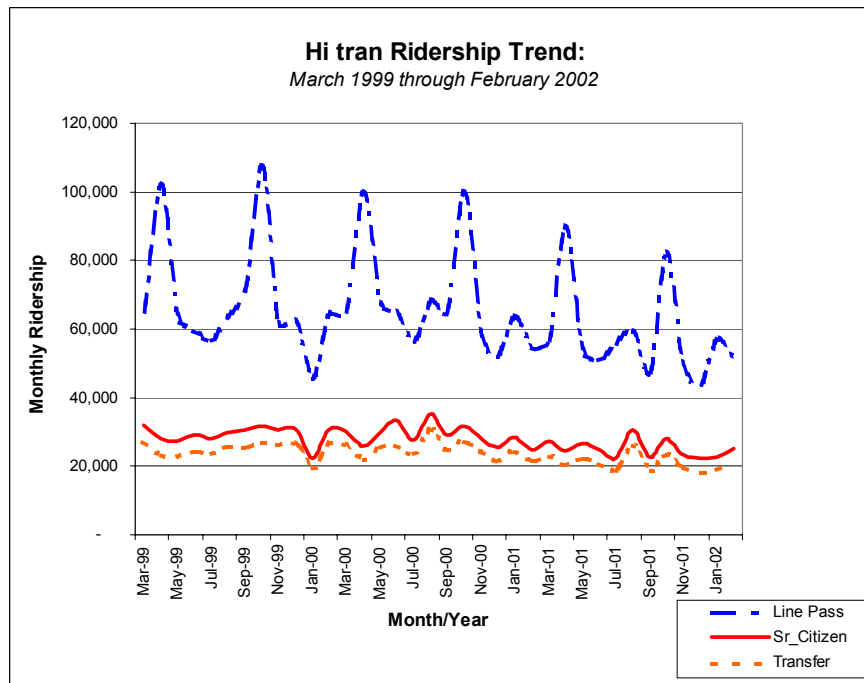


Figure 15: Time Distribution of Weekday Ridership

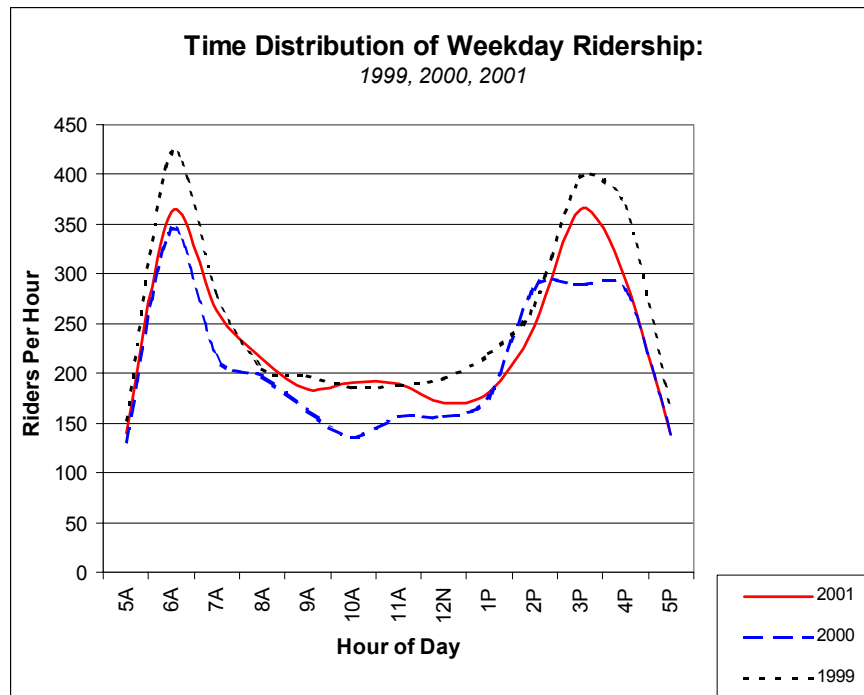


Figure 16: FY 2001 Hi tran Ridership Composition

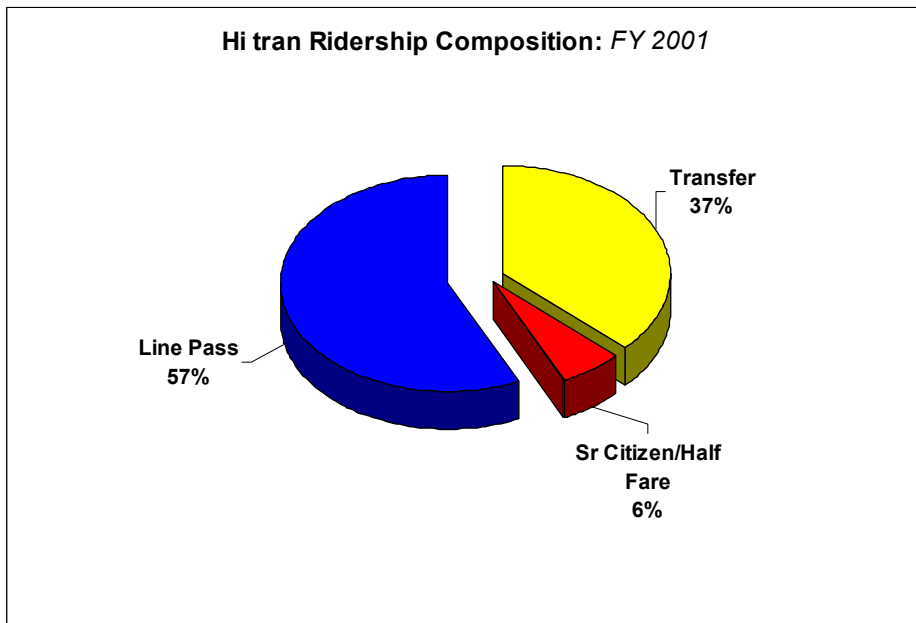


Figure 17: Revenue to Cost

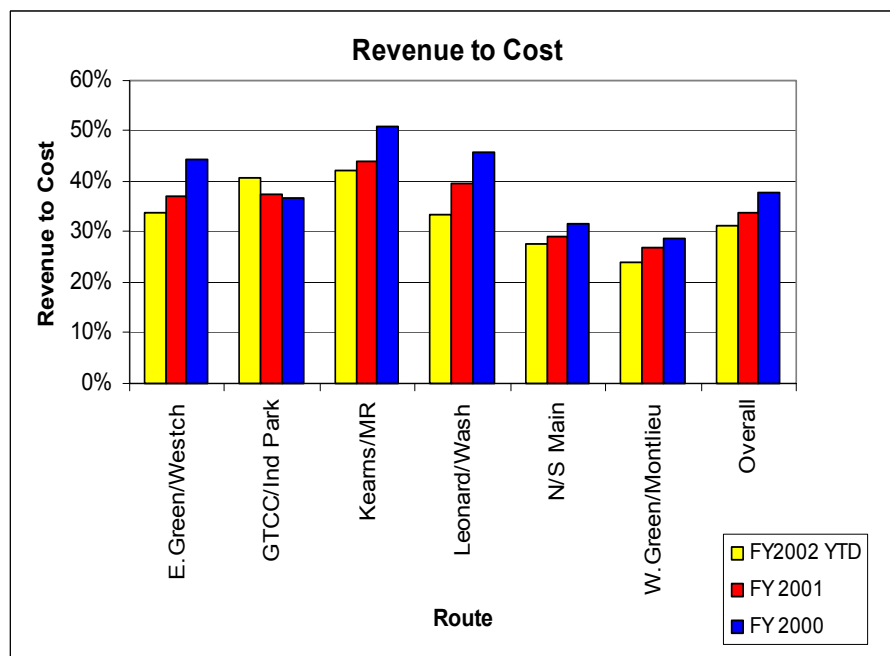


Figure 18: Hi tran Riders Per Revenue Hour (2001)

This figure shows productivity for various routes. It attempts to show how many riders are generated per hour of service. The higher the productivity number, the better utilized the service. System productivity in 2001 was about 27 rides per hour. This is just at the system target. All routes are fairly strong. Only Route 25 (GTCC) is significantly below the rest of the system

Figure 19: Route 25—GTCC Ridership by Trip

Figure 19 shows how many riders use each trip on Route 25. The trend line is a composition of monthly average boardings for the given trip for fiscal years 1999, 2000, and 2001. In the figure, “OUT” refers to trip outbound from downtown to the Jamestown Campus of GTCC while “IN” is the opposite. The Figure shows, not unexpectedly, relatively high outbound use of the service during the morning with inbound service higher in the afternoon. It should be noted that only about one-third of Route 25’s ridership is classified as “student” riders.

Figure 20: Saturday Daily Ridership

This Figure shows the trend in daily Saturday ridership. Like the overall trend, Saturday ridership shows a decline since 1999.

Figure 21: Time Distribution of Saturday Ridership (1999, 2000, 2001)

Similar to Figure 15 shown previously, Figure 21 shows how Saturday service is used through out the day. Ridership is not “peaked” as it is in the weekday. It tends to build throughout the day, topping out in the afternoon.

Figure 22: Saturday Ridership Per Revenue Hour

This Figure shows Saturday productivity by route. Overall productivity is over 25 riders per hour. This is higher than the target set by the City for Saturday service. All of the routes show strong results with the exception of Routes 18 (East Green) and 20 (Kearns).

Figure 18: Hi tran Riders per Revenue Hour (2001)

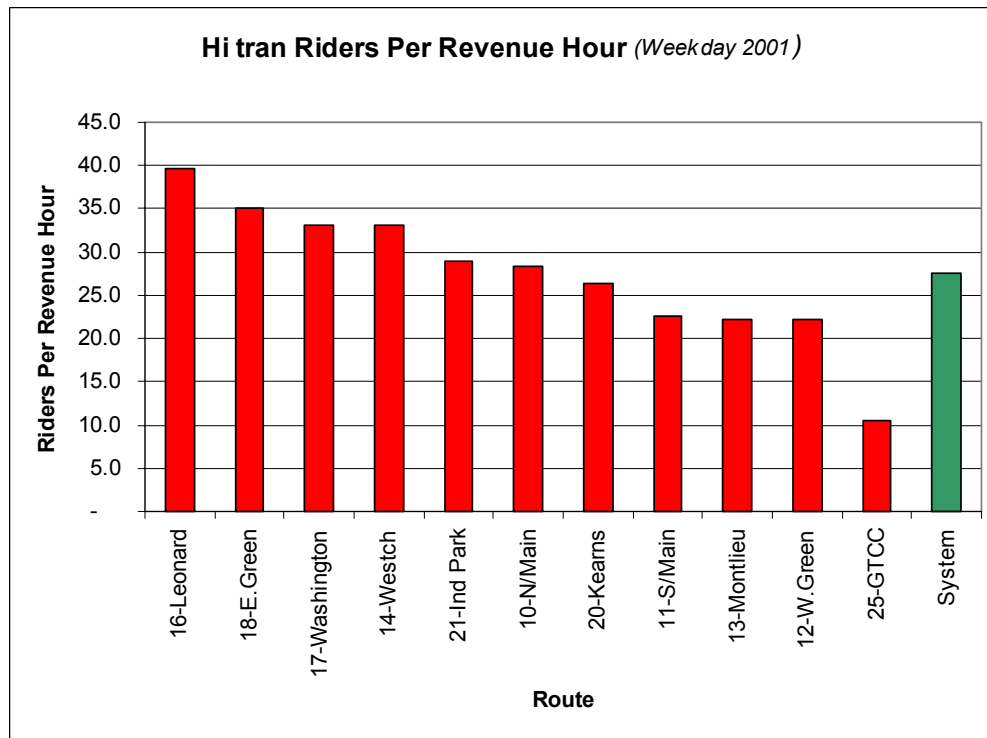


Figure 19: Route 25—GTCC Ridership By Trip

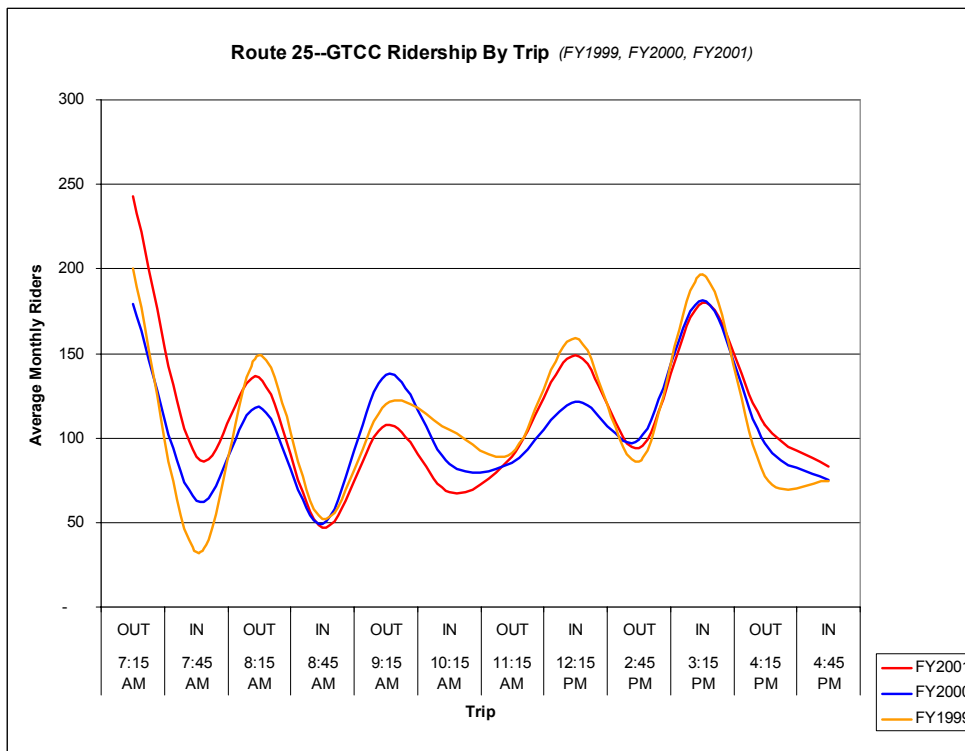


Figure 20: Saturday Daily Ridership

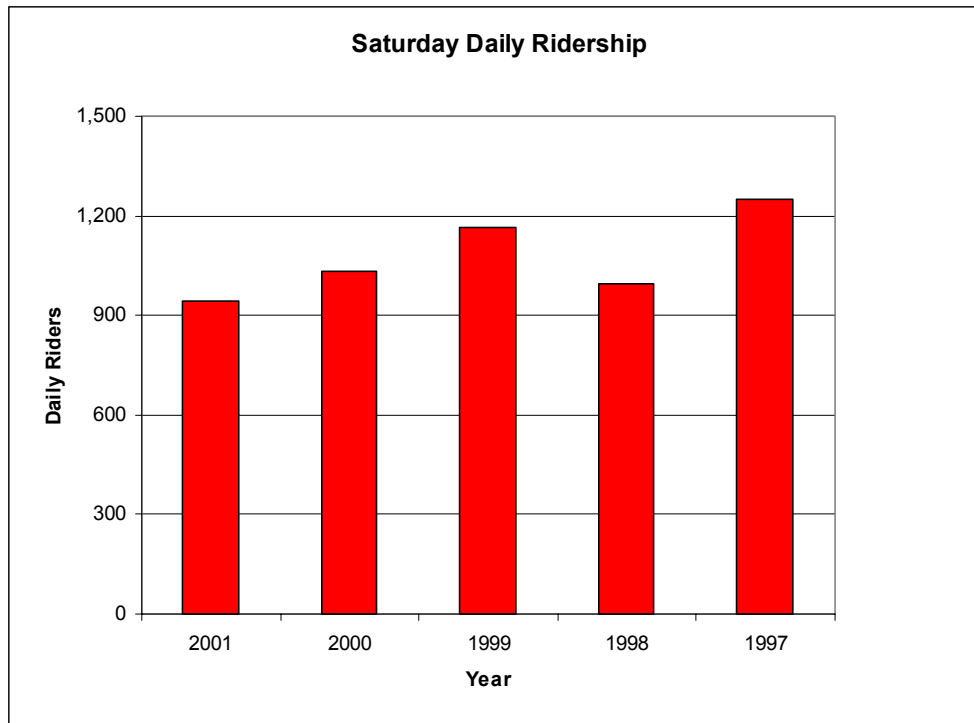


Figure 21: Time Distribution of Saturday Ridership

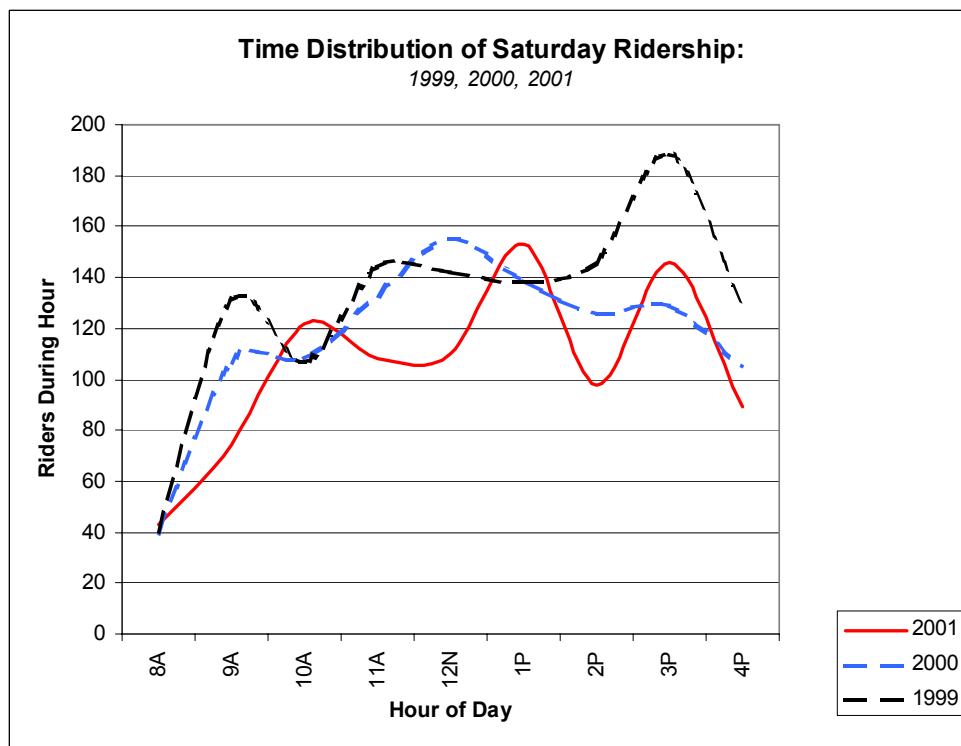
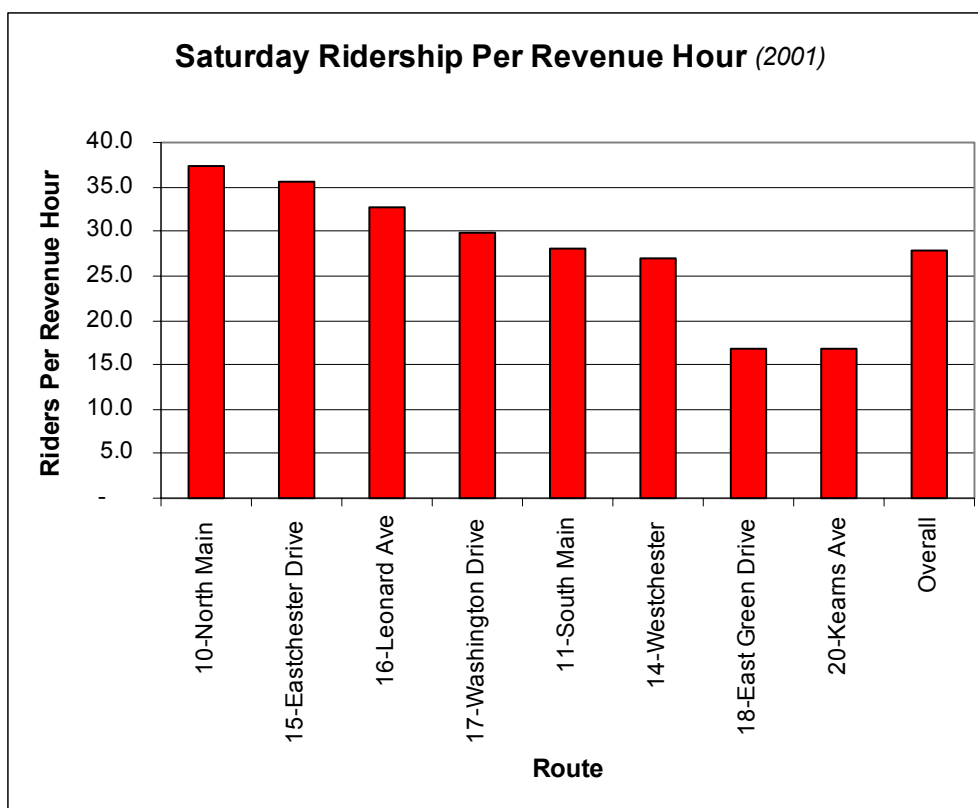


Figure 22: Saturday Ridership Per Revenue Hour (2001)



2.6 Dial-A-Lift

This section reviews operating and financial statistics regarding High Point’s paratransit service. This service is known as “Dial-A-Lift.” Dial-A-Lift is intended to not only meet High Point’s ADA obligations, but also to provide “door-to-door” service for the City’s elderly population, regardless of disability.

2.6.1 User Agency Survey

Between March 21 and March 28, 2002, a survey of local user agencies was conducted to explore the public’s opinion of how well the City of High Point’s Dial-A-Lift service was performing. The following six agencies participated in the survey:

- Triad Adult Daycare
- LifeSpan
- ARC of High Point
- Mental Health Association
- Wesleyan Arms

- High Point Kidney Center

An overview of the survey findings follows. A complete report of the User Agency Survey results is included in the Appendix A.

- Among the agencies that utilized Dial-A-Lift services, as many as 146 individual clients are served on any given day. The number of clients served per day at each agency varies between six clients and 50 clients. The average number of clients served each day per agency is 24.
- Pick-up and drop-off procedures are conducted appropriately.
 - On average, clients are *seldom* to *never* picked up or dropped off too late or too early.
 - Clients are almost *never* dropped off in the wrong location.
 - Dial-A-Lift drivers are almost *always* courteous and respectful, and offer appropriate assistance to the clients.
 - The Dial-A-Lift bus/van is almost *always* clean and in good working condition.
- All agencies assist their clients in scheduling trips at least some of the time. Four of the six (4/6) agencies surveyed regularly assist their clients with scheduling.
- Clients *usually* to *always* get the trip they request.
- Trip requests are almost *always* recorded accurately.
- All agencies (six of six agencies surveyed) reported that phone operators are *always* courteous.
- Almost all agencies reported that they *always* get to speak with an operator promptly when making a reservation.
- All agencies (six of six agencies surveyed) would like to see more service provided, although the type of increased service requested varied: service extended earlier and later into the day, service provided on weekends and holidays, and increased service provided through the use of additional vehicles.
- Almost all agencies suggested that additional public information about Dial-A-Lift would be beneficial.

2.6.2 Dial-A-Lift GIS Maps

Figure 23, Figure 24, and Figure 25 show locations of Dial-A-Lift pick-ups, main destinations, and pick up locations of riders going to 940 Beaumont (a workshop). Figure 23 shows both wheelchair and ambulatory pick-ups. Both Figure 23 and Figure 24 show that many patrons make trips that can be potentially serviced by the fixed route system. The 940 Beaumont location is one of the top destinations for Dial-A-Lift riders.

Figure 23: Dial-A-Lift Pick-Up Locations (August 2001)

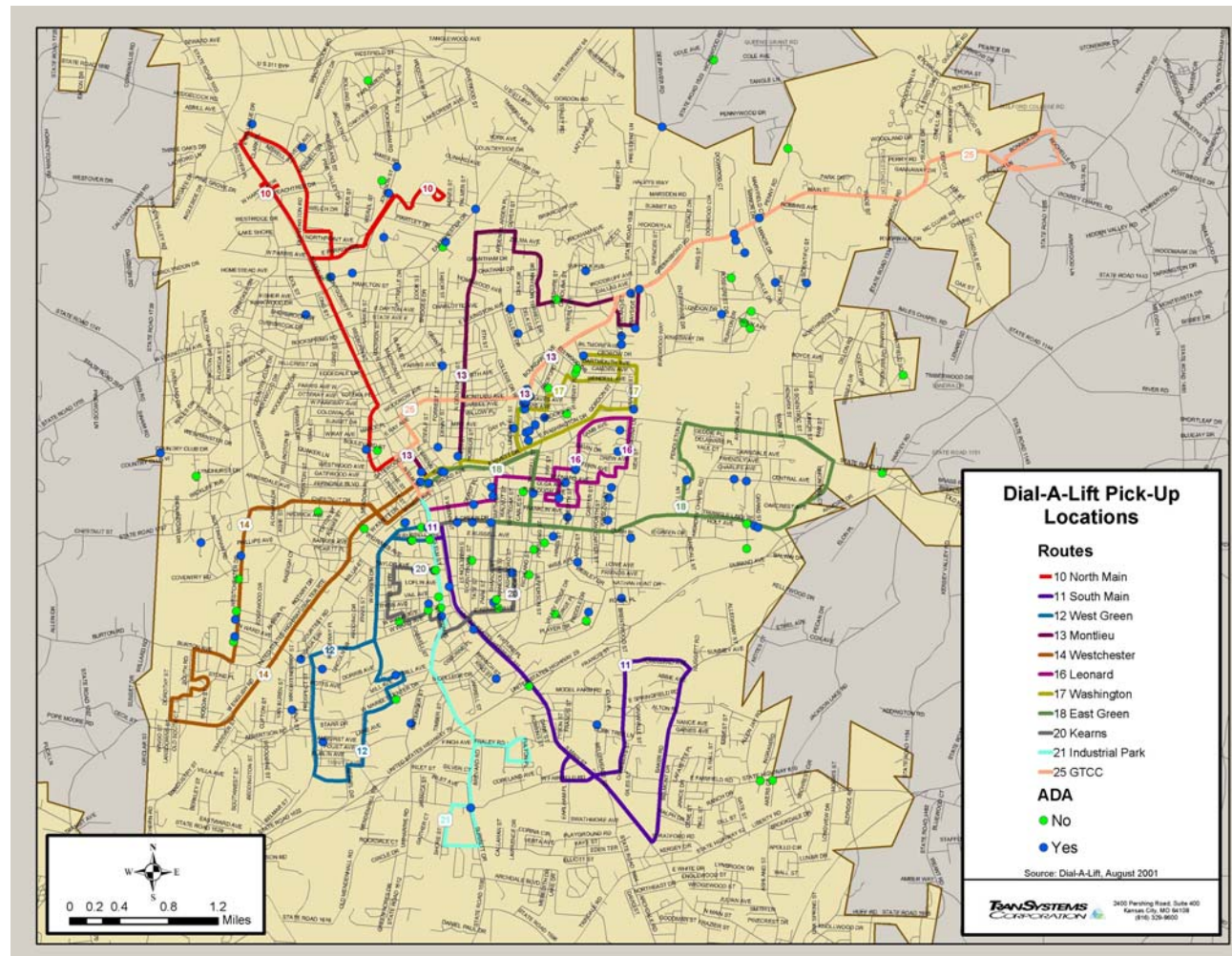


Figure 24: Top Dial-A-Lift Destinations

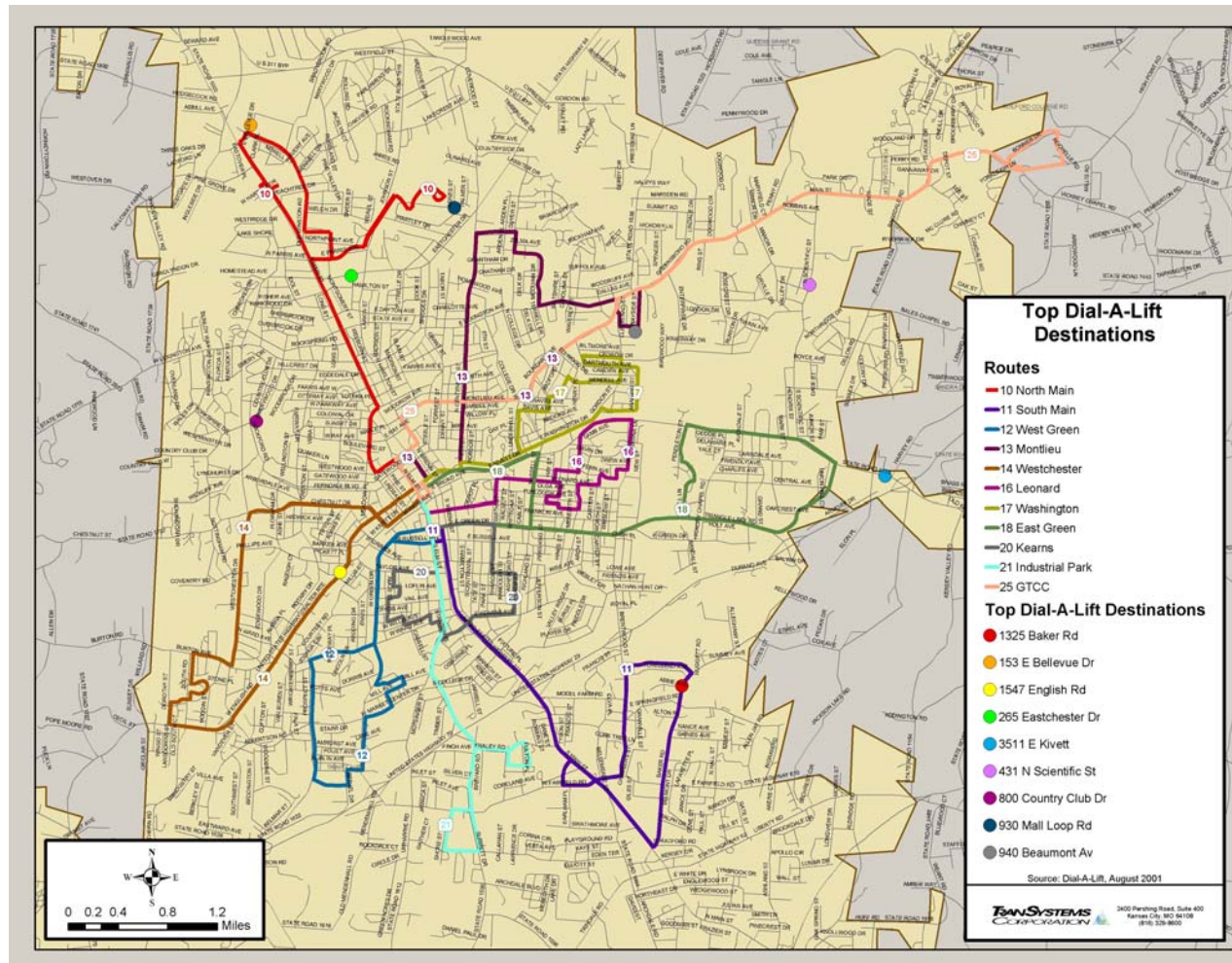
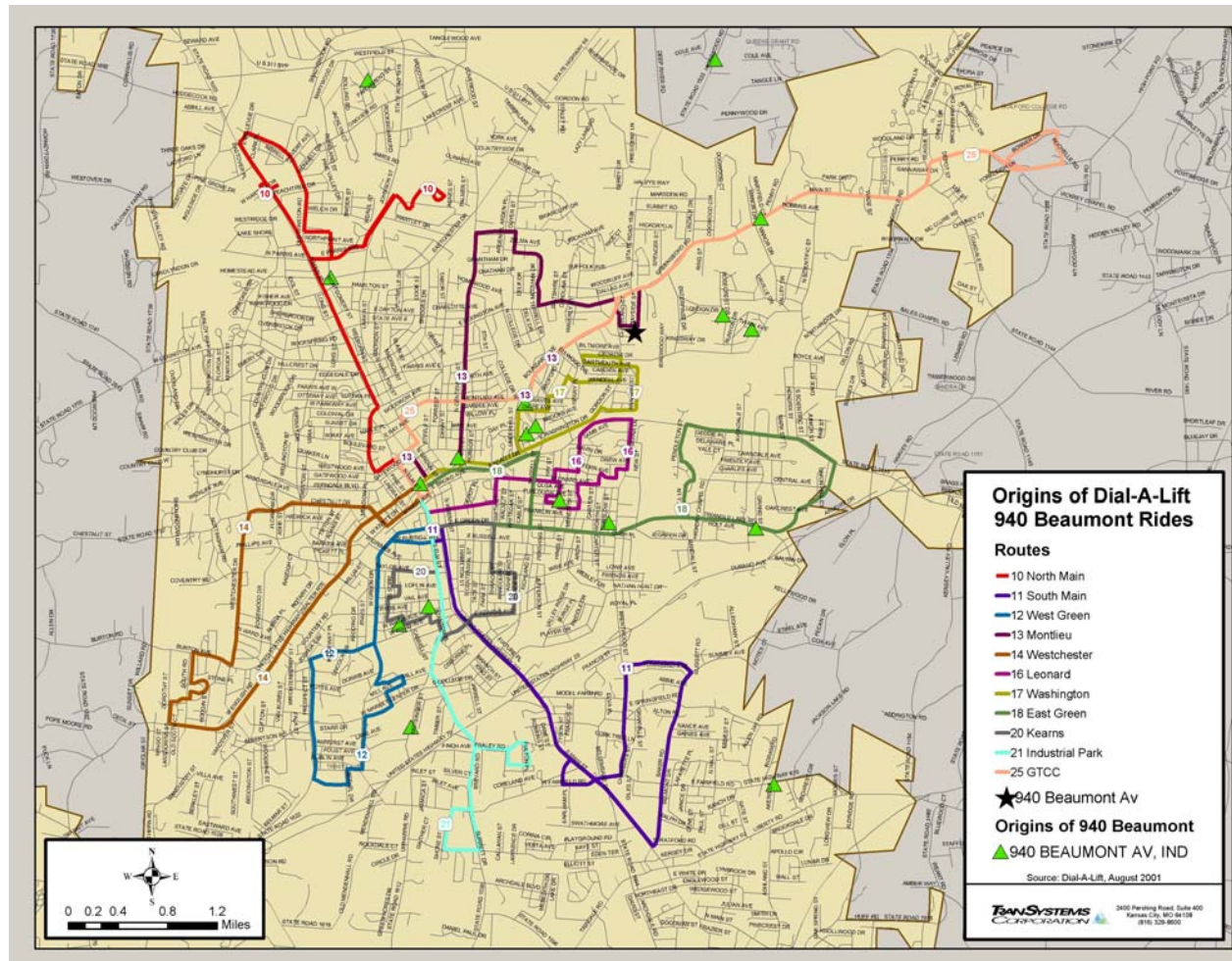


Figure 25: Locations of Pick Ups with 940 Beaumont as a Destination



2.6.3 Operating and Performance Statistics

This section provides highlights of the attached figures depicting the operating performance of the Dial-A-Lift service.

Figure 26: Dial-A-Lift Ridership Trend

Figure 26 shows the trend in Dial-A-Lift ridership. Overall, there has been a decline in ridership. The Figure also illustrates the trend in ridership by the in-house versus the contracted operation. Starting in the spring of 2000, the in-house operation began serving a greater number of Dial-A-Lift clients than the contracted carrier.

Figure 27: Scheduled Versus Actual Trips

Frequently, with services like Dial-A-Lift, not everyone who schedules a trips actually rides. Various personal circumstances can arise that cause individuals to either cancel or simply “no show” for their scheduled trip. Measuring the difference in scheduled versus actual trips is an indicator of system efficiency. This gap has been fairly steady for Dial-A-Lift with about 85 to 90 percent of trips scheduled actually taken.

Figure 28: No Show and Cancellation Rates

Figure 28 essentially elaborates on the data presented in Figure 27. From Dial-A-Lift’s point of view, there are generally two ways in which people don’t take their scheduled rides; they either cancel (call ahead and inform Dial-A-Lift that they are not traveling) or “no show.” “No shows” occur when riders simply do not present themselves. Less than 2 percent of trips scheduled are “no shows.” Eight to fourteen percent of trips are cancelled.

Figure 29: Dial-A-Lift Cost Trend

Figure 29 shows that the Dial-A-Lift service costs approximately \$300,000 annually to operate. Operating costs account for 20 to 24 percent of the combine operating cost of Hi tran and Dial-A-Lift.

Figure 26: Dial-A-Lift Ridership Trend

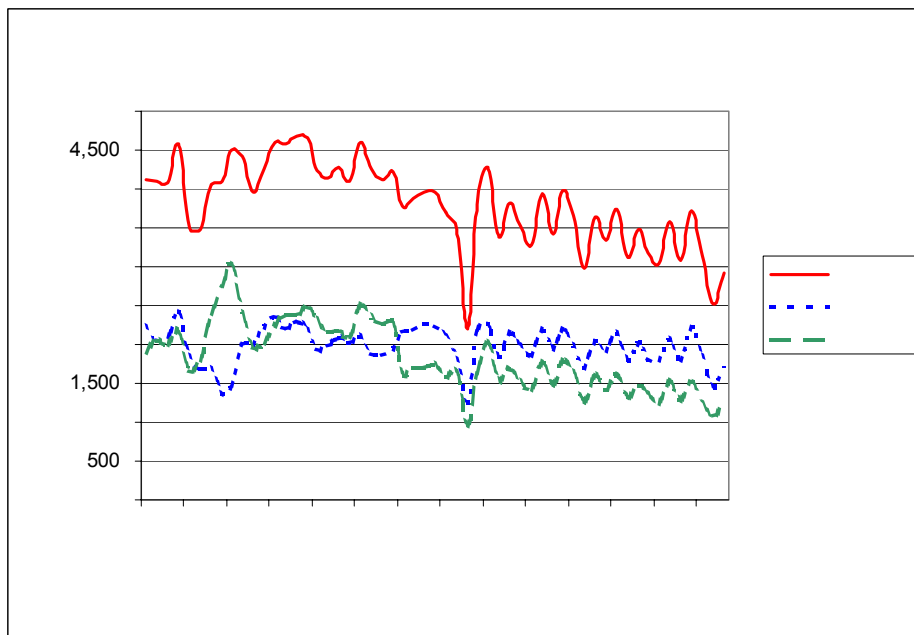


Figure 27: Scheduled Versus Actual Trips

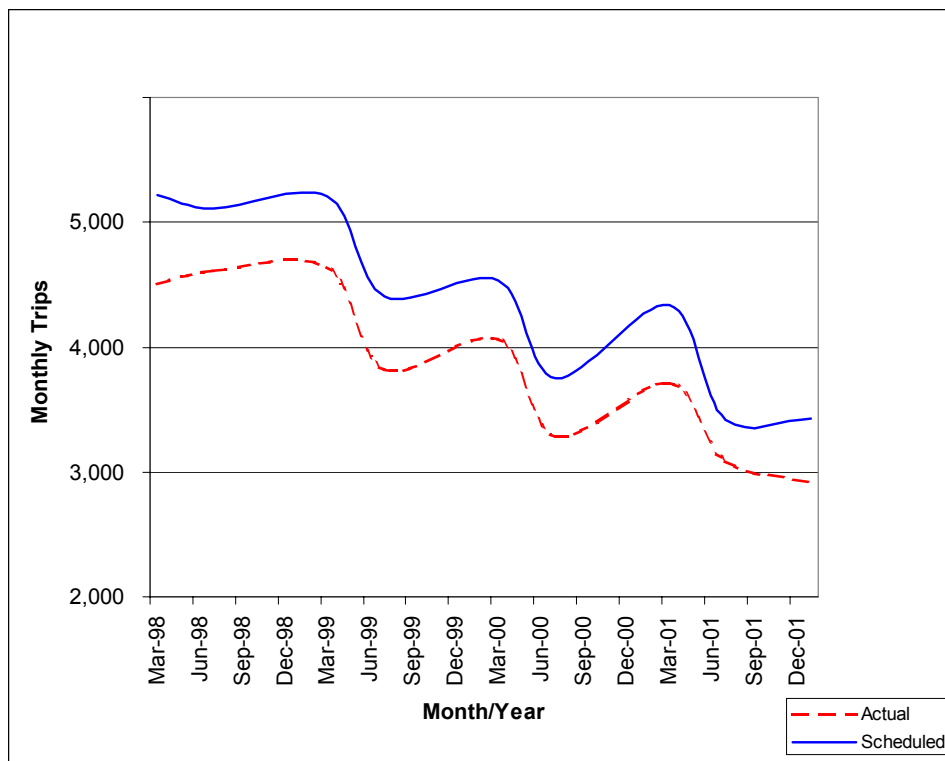


Figure 28: No Show and Cancellation Rates

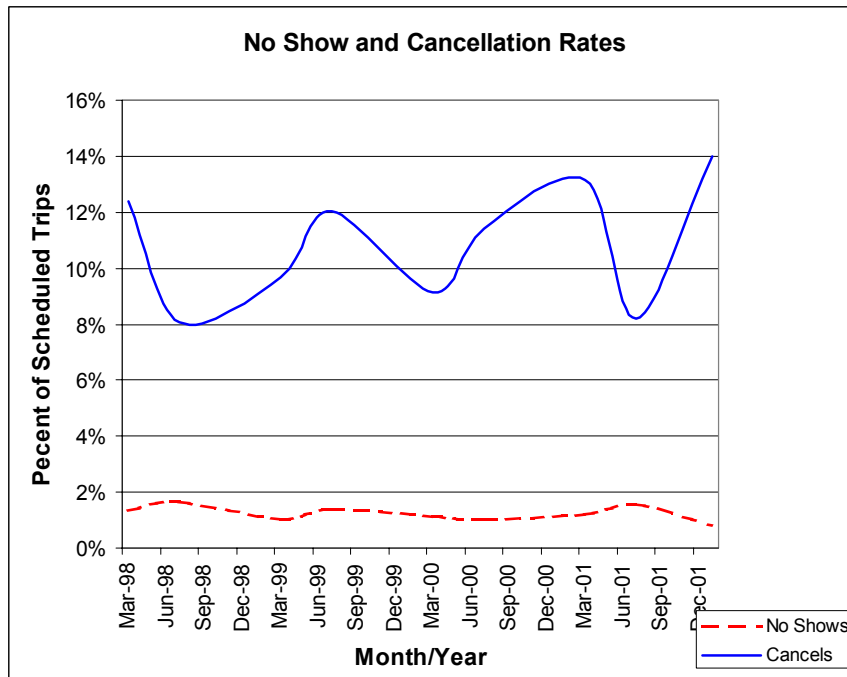


Figure 29: Operating Cost Trend

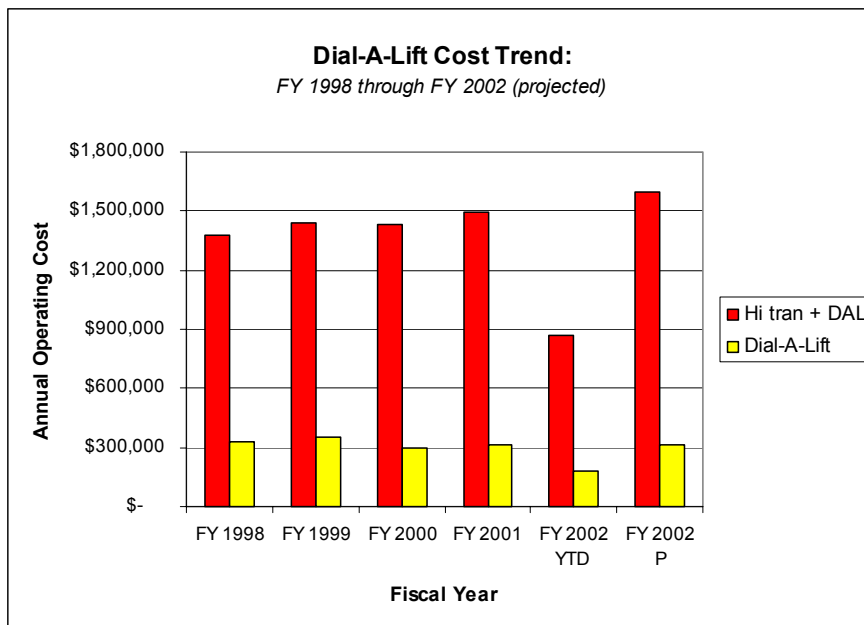


Figure 30: Dial-A-Lift Cost Per Rider

Figure 30 shows the cost per rider for the in-house and contracted operation. The in-house cost ratio was derived from financial reports for the service. The contracted rate is based on the amount allowed under the operating agreement with the private carrier. While overall costs have been rising significantly, the “per rider cost” has been about even between the two operations with the in-house operation less expensive in Fiscal Year (July to June) 2002. In-house operating costs have risen about 7 to 8 percent when compared with FY 2000. Contracted costs have risen about 6 to 14 percent since FY 2000.

Figure 31: Trip Purpose

Figure 31 shows the reasons people use Dial-A-Lift. A significant share or 30 percent, use the service for transportation to sheltered workshops. Another 31 percent use it for “personal business.” Personal business includes work trips not associated with a sheltered workshop (though it can involve going to a workshop). As workshop and personal business trips tend to be regular riders frequently riding at the same times and days, these percentages are important. The more regular the rider, the greater the opportunity to improve productivity, thereby reducing per rider costs. More efficient, less costly service can result in refined scheduling practices.

Figure 32: Dial-A-Rider Frequency

Figure 32 shows that a minority of riders take most of the trips on Dial-A-Lift. The Figure collaborates the data in Figure 6 that indicates a high degree of regularity in use of Dial-A-Lift. For example, there were 285 individual people who made trips on weekdays during the month of August 2001. Of course, these people made 100 percent of the weekday trips (see far right column in Figure 32). On the other end of the scale, about 50 people made half (50 percent) of all weekday trips in August 2001. One hundred people made 75 percent of the trips. This means that 35 percent (100 out of 285) of August 2001 weekday riders made three-fourths of the trips in that month.

Figure 33: Time Distribution of Weekday Dial-A-Lift Ridership

Figure 33 shows when people use the Dial-A-Lift service. The graphic displays system use for weekdays in August 2001. As can be seen, the service has definite morning and late afternoon “peaks.” In this way, the use of the service resembles the pattern of Hi tran riders.

Figure 30: Dial-A-Lift Cost Per Rider

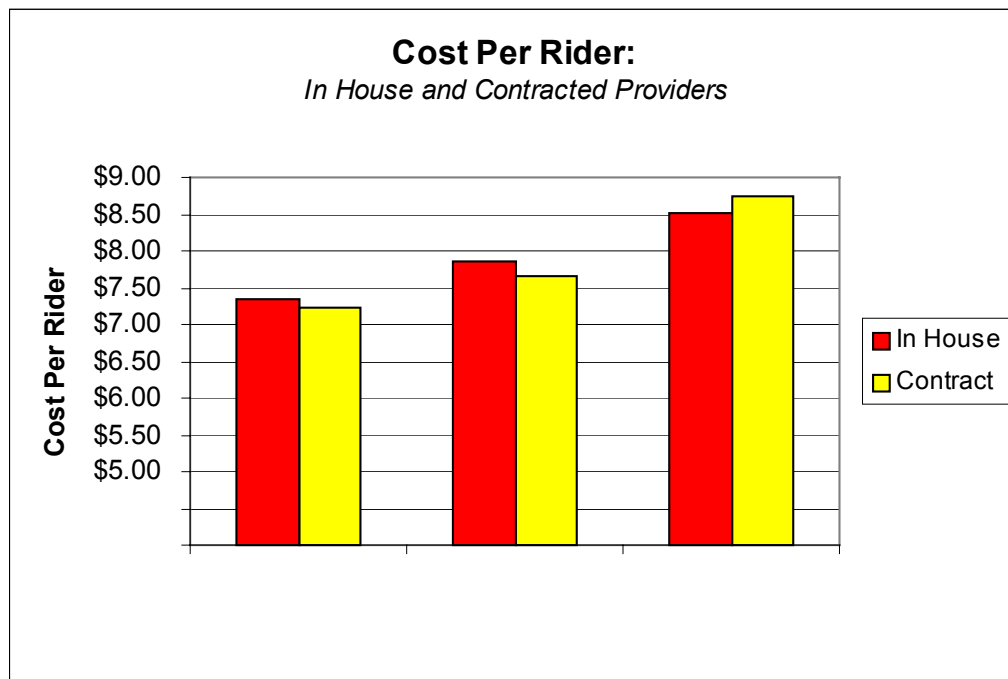


Figure 31: Trip Purpose

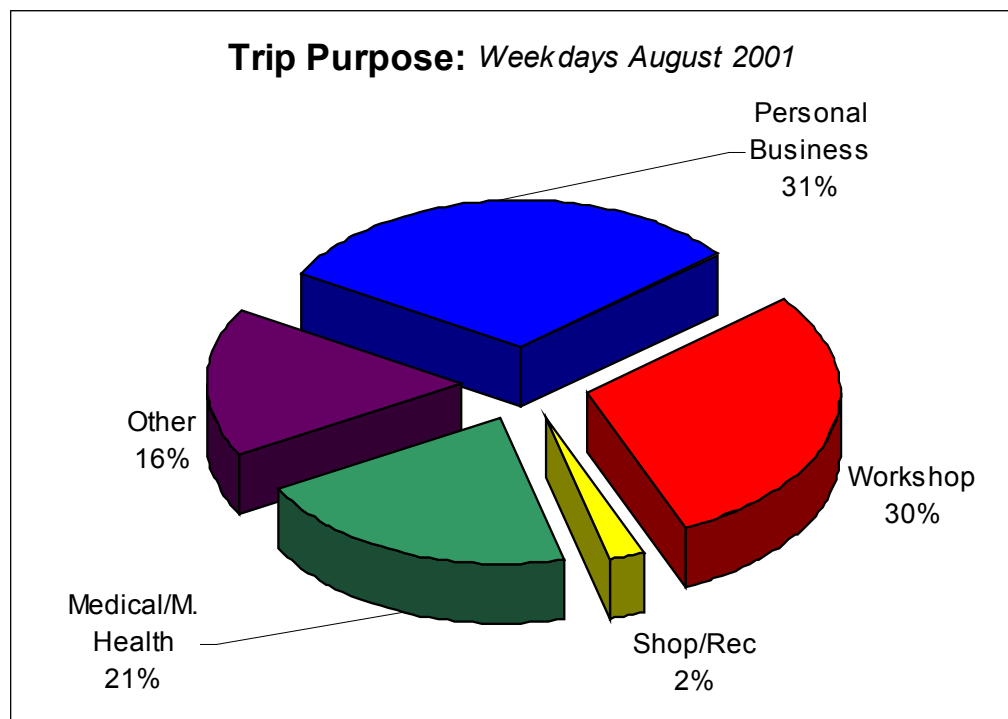


Figure 32: Dial-A-Lift Rider Frequency

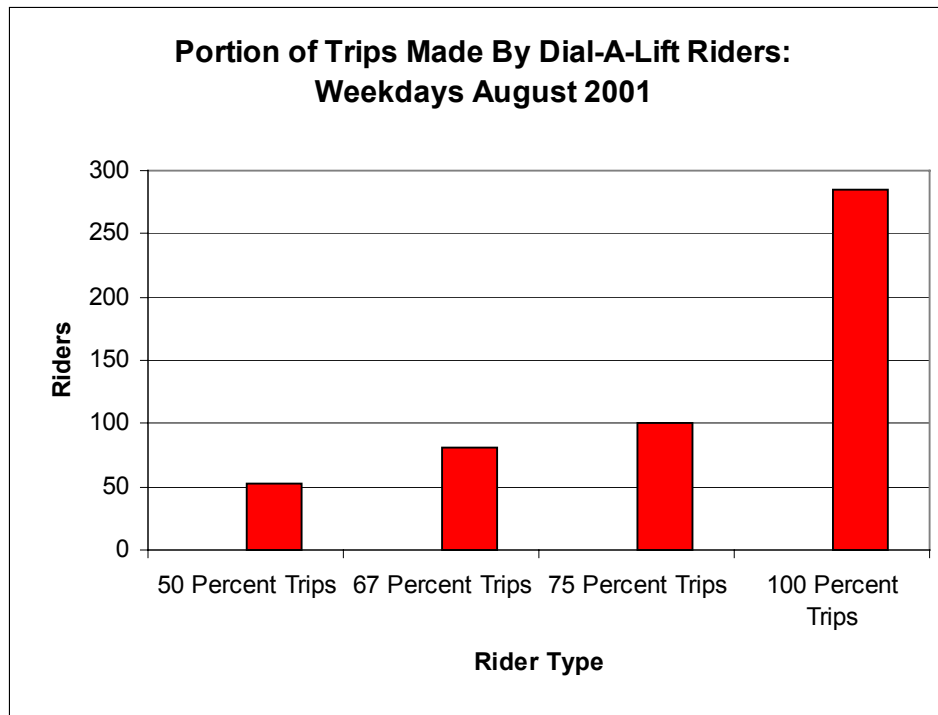
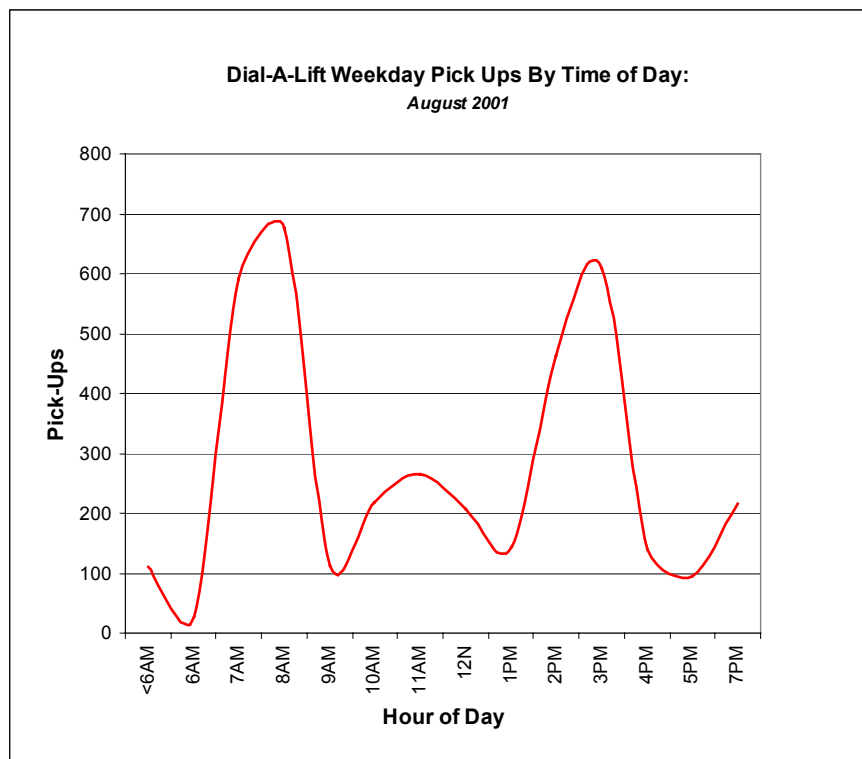


Figure 33: Dial-A-Lift Ridership By Time of Day



2.7 Marketing

Currently, High Point has no formal marketing program. Information provided to the public was fairly basic. Beyond printed and web based public timetables, little other material was provided to riders. Further, there were no “special event” marketing efforts and no advertising. Implicitly, High Point’s marketing strategy was to provide basic information on system use.

2.8 Fare Analysis

Hi tran has a straightforward fare structure. With the exception of elderly, persons with disabilities, and riders to GTCC’s Jamestown campus, most riders paid a base fare of \$.75. Riders to GTCC in Jamestown paid \$1 and seniors and persons with disabilities paid \$.35. If the rider desired to transfer, the cost was \$.25. The only pre-paid fares offered were single ride and ten-ride tickets. None of these mechanisms were discounted.

The on-board survey revealed that 63 percent of riders rode six days per week. Seventy-six percent rode at least four days per week. Finally, 78 percent of the riders had been Hi tran clients for two or more years. Hi tran, therefore, is highly used by a loyal group of people.

Obviously, one of the primary purposes for fares was to generate revenue. Fares could also be used, in a marketing vein, to promote greater system use and loyalty. Since the system was well used by people who have a long-term and loyal commitment to the system, the current fare structure would seem to already support these marketing objectives. One group of riders that provided opportunity for growth was the youth market (person under 18 years of age).

2.9 Technology

Increasingly, public transit systems have used technology-based systems to assist in the administration and operation of the system. Successes have been limited by the ability to integrate new systems with existing business practices and staff, and the provision of ongoing technical support. Nonetheless, technology offers the opportunity to improve business practices and improve operating efficiency and service quality.

Transit Intelligent Transportation Systems (Transit ITS) refers to electronics, communications, or information processing technology that is specifically designed to provide or manage information for a function or functions within a transit system. These functions include conducting on-street operations, providing passenger information, performing maintenance activities, and performing planning related analyses. The technologies can be used separately or as part of a bundle of technologies. Examples include hardware and software systems that schedule passenger/vehicle trips; track the location of vehicles and passengers; provide real-time or static service information;

account for operating, human and financial assets; and assist in the planning of system services. Transit ITS does not include hardware or software that has wide application such as word processing, spreadsheets, and general database management. These are considered baseline technologies. While such hardware and software could be used to provide or manage information, they are not typically designed for a function or functions within a transit system.

Generally, ITS applications or transit operations are categorized as shown in Table 7.

Table 7: Overview of Transit ITS Technologies

Fleet Management Systems	<ul style="list-style-type: none"> Increased transit safety and security Improved operating efficiency Improved transit service and schedule adherence Improved transit information
Operational Software and Computer-Aided Dispatching Systems	<ul style="list-style-type: none"> Increased efficiency in transit operations Improved transit service and customer convenience Improve quality of customer service/information Increased compliance with the Americans with Disabilities Act (ADA) requirements
Electronic Fare Payment Systems	<ul style="list-style-type: none"> Improved security of transit revenues Increased customer convenience Expanded base for transit revenue Reduced fare collection and processing costs Expanded and more flexible fare structures
Advanced Traveler Information Systems	<ul style="list-style-type: none"> Increased transit ridership and revenues Improved transit service and flexibility within the community. Increased customer convenience and service Enhanced compliance with Americans with Disabilities Act
Transit Intelligent Vehicle Initiative	<ul style="list-style-type: none"> Increased safety of transit passengers Reduced costs of transit vehicle maintenance and repairs Enhanced compliance with Americans with Disabilities Act

In June 1999, the Institute for Transportation Research and Planning (ITRE) at North Carolina State University documented the practices of North Carolina transit systems in implementing advanced technology. *Technology Plan for North Carolina Transit Systems* documented an evaluation of the state's transit systems for current use of technology. The plan also outlined, based on various factors, what technology the systems needed.

The ITRE report divided North Carolina transit systems into six categories. Each category had a bundle of technologies deemed appropriate to the systems within that

category. The High Point system was assigned to one of the categories that, according to ITRE, could possibly benefit from the following advanced technology:

- Electronic Fare Collection
- Automated Passenger Counters (APCs)
- Scheduling Software
- Electronic Manifest/Mobile Data Terminals (MDTs)
- Client ID—Bar Codes/Mag Stripe

The plan also included the need for a regional planning effort required by the Transportation Equity Act for the 21st Century (TEA-21) and this was part of that matrix. The North Carolina Department of Transportation (NCDOT) took the lead for this planning responsibility.

High Point's current use of technology was limited. The City had a basic network with basic office software (e-mail, word processing, spreadsheets, and database management). The City also had an older generation of vehicle maintenance software. The City also used specialty software to manage and schedule Dial-A-Lift rides. The Dial-A-Lift software was out-dated and unwieldy to use. Fare collection used standard "drop" fare boxes. All vehicles were radio equipped. Both the fleet management and the paratransit applications were developed in house and need updating.

2.9.1 North Carolina Regional ITS Plans

TEA-21 specified that ITS projects conform to a national architecture as well as various technology standards and protocols. To this end, NCDOT has developed *Regional ITS Plans* for North Carolina. These plans are designed to position the state to comply with FHWA Final Rule/FTA Policy on the National ITS Architecture.

The Rule/Policy generally requires the development of a regional ITS architecture prior to the implementation of ITS projects. It also requires that all ITS projects be developed using a systems engineering approach. A systems engineering approach, as defined by the Rule/Policy thoroughly considers all aspects of a project's life cycle including "...planning, design, procurement, deployment, operations, maintenance, expansion, and retirement of the system and subsystems." The systems engineering requirement is flexible in scope and depth depending upon the complexity of the given project.

In keeping with TEA-21 and the Rule/Policy, the *Regional ITS Plans* create a standard architecture. Further, NCDOT with ITRE is developing a 511 Traveler Information system design and implementation plan for North Carolina. This system will comply with the Regional ITS Plan for the Triad. This implementation plan will involve the development of regional traveler information centers. The Piedmont Triad, including High Point, will be the first area in the state to develop a Regional Traveler Information Center.

This center will contain fixed route and paratransit trip planning and information services. The center is anticipated to be a clearinghouse of traveler information for the transit systems operating in the Triad including PART, Winston-Salem, Greensboro, and High Point. The services will include trip planning, basic how to ride information, as well as real time vehicle arrival information. While NCDOT will be a primary financer of this center, financial support as well as compatible technologies will need to be supplied by member transit systems. Compatible technologies include computer-assisted scheduling and dispatching and automated vehicle location systems. The recommendations portion of this Short-Range Plan will delineate High Point's requirements to participate in the Triad regional information center.

2.10 Market Research

In order to gather input about transit issues in the City of High Point, four surveys were conducted as a component of the Short Range Transit Plan. The surveys were administered in March 2002 to City transit riders, residents and businesses, and included:

A survey of High Point residents;
A survey of High Point employers;
An on-board survey of fixed route bus users; and
A survey of paratransit service users.

The survey instruments were designed based upon input from the steering committee and High Point Transit staff. Survey questions addressed user satisfaction, service improvements, and transportation priorities, among other issues. ETC Institute administered the four surveys with assistance from community helpers.

An overview of the methodology that was used for the administration of each survey is described below. A summary of the key findings is also included. The results of each survey along with copies of the survey instruments are provided in reports under separate cover. The reports served as appendices to this document.

2.10.1 Resident Survey

The resident survey was administered by phone to a random sample of 445 High Point residents. The overall results had a 95 percent level of confidence with a precision of at least five percent (\pm). The survey was designed to obtain statistically valid input from residents concerning a variety of transportation issues. Key findings include:

2.10.1.1 Reasons residents would use public transportation

- Twenty-six percent (26%) of the respondents believed the availability of public transportation was *good* or *excellent* in High Point. Regarding the availability of public transportation services, thirty-four percent (34%) replied they *do not know*.
- Based upon the responses, the most important purposes of public transportation were

“Getting people to/from work” and providing “Door-to-door service for elderly/disabled persons.”

- Based upon the responses, the top two reasons residents were likely to use public transportation were to “travel to/from medical appointments” (46%) and to “travel to/from work” (45%).

2.10.1.2 Importance of various transportation priorities

- Fifty-eight percent (58%) of respondents believed that “improving transportation for the elderly/disabled” and “maintaining existing roads” were the two most important transportation priorities for the City.
- Sixty-four percent (64%) of the respondents believed it was very important that the City foster public transportation improvements.

2.10.1.3 Types of public transportation service that would be useful to residents

- Forty-two percent (42%) of respondents believed residents were *very likely* or *somewhat likely* to use fixed route bus/van services, while fifty percent (50%) believe residents were *not likely* to use the services.
- Fifty-seven percent (57%) of the respondents believe residents were *very likely* or *somewhat likely* to use door-to-door bus/van services, while 38 percent believed residents are *not likely* to use the service.
- Fifty-four percent (54%) of the respondents indicated interest in public transportation services between High Point and the City of Greensboro.

2.10.1.4 Frequency and times of day residents would be likely to use public transportation

- Respondents reported that the mean travel time from home to the their most frequent destination was 15 minutes. The acceptable length of time for the same trip on public transit was 29 minutes.
- Thirty-eight percent (38%) of the respondents would consider using public transit three to five days per week if the service was convenient and near their home; 36 percent would never consider using the service.
- Respondents reported they would be most likely to use public transportation between 6 a.m. and 9 a.m. (37%) and between 4 p.m. and 6 p.m. (26%).

2.10.1.5 Support for increased funding for public transportation

- Seventy-four percent (74%) of the respondents reported they would be *somewhat supportive* or *very supportive* of having a portion of current city tax dollars used to improve public transit in High Point.
- Fifty-seven percent (57%) of the respondents reported they would be *somewhat willing* or *very willing* to pay a slight increase in taxes to fund public transit improvements in High Point.

2.10.2 *Employer Survey*

The employer survey was administered by phone to a random sample of 200 members of the High Point Chamber of Commerce. The overall results have a 95 percent level of confidence with a precision of at least six percent (\pm). The survey was designed to obtain statistically valid input from employers on key transit issues. The findings include:

2.10.2.1 Perceived adequacy of the city's public transportation system

- Forty-eight percent (48%) of the employer respondents believed that public transportation in the City of High Point was *good* or *excellent*.

2.10.2.2 Importance of various transportation priorities for the City

- Based upon employer responses, the top two transportation priorities for the City of High Point were "Maintaining existing roads" (62%) and "Improving transportation services for the elderly and persons with disabilities" (47%).
- Based upon employer responses, the top two objectives for public transit in the City were "Providing door-to-door transportation for disabled/elderly persons" (53%) and "Helping people get to and from work" (40%).

2.10.2.3 Willingness to provide incentives to encourage employees to use public transit

- Based upon the survey results, the top two transit incentives that employers are most willing to provide are "space to display transit information and schedules" (36%) and "flexible scheduling to coincide with transit" (26%).
- Only three percent (3%) of the participating employers were currently take advantage of subsidies for public transit.

2.10.2.4 Types of improvements to public transit employers think are most important

- Sixty percent (60%) of employer respondents believed it was *important* or *very important* to expand public transit services to areas that are not currently covered.
- Forty-three percent (43%) and forty-one percent (41%) of the participating employers believe their employees would benefit from expanded bus service to Thomasville and Archdale, respectively.

2.10.2.4 Support for increased funding of public transportation

- Fifty-six percent (56%) of the employers surveyed would be *somewhat supportive* or *very supportive* of increasing funding for public transit if the additional funding were used to improve bus services.

- Fifty-seven percent (57%) of the employers surveyed would be *somewhat supportive* or *very supportive* of having a portion of current city tax dollars used to expand public transit services.
- Thirty-nine percent (39%) of employers would be *somewhat supportive* or *very supportive* of a slight increase in taxes if the money were used to improve public transit services.

2.10.3 Fixed Route User Survey

The fixed route user survey was administered to passengers who used the City's fixed route bus service on March 5 and March 6, 2002. The survey was administered to 520 different riders over the two-day period. The sample was designed to ensure that all routes were well represented. The overall results have a 95 percent level of confidence with a precision of at least four percent (\pm). The survey was designed to obtain statistically valid input. Key findings include:

2.10.3.1 Overall satisfaction with various aspects of the City's fixed-route bus service

- When asked to rate various aspects of service delivery, the top three service characteristics included the availability of information, helpfulness of drivers, and feeling of security when riding; 78 percent of surveyed riders categorized these service aspects as *good* or *excellent*.
- The aspect of service that was viewed as most in need of improvement was the availability of benches, shelters, and signposts; however, only 23 percent of respondents viewed this aspect as *poor* or *very poor*.

2.10.3.2 Demographic characteristics of fixed route riders

- Respondents included both new and seasoned bus riders: 22 percent of the surveyed riders have used the service for one year, while 21 percent of those surveyed have used the service for more than 15 years.
- Seventy-nine percent (79%) of the participating riders rode the bus more than three days per week.

2.10.3.3 Origin and destination of persons using the service

- Seventy-four percent (74%) of the respondents got to the bus by walking.
- Sixty-six percent (66%) of the respondents transferred buses during their trip.

2.10.3.4 Reasons persons are using the service

- Fifty-three percent (53%) of the surveyed riders used the bus to get to and from work; 21 percent used the bus for transportation to and from shopping.

- Seventy-two percent (72%) of the respondents ride the bus because they did not have a car; 19 percent ride the bus because they enjoyed it.

2.10.3.5 Level of interest in various improvements

- Sixty-two percent (62%) of the surveyed riders voiced they were *somewhat interested* or *very interested* in kiosks at major transit locations.
- Among surveyed riders, the City of Greensboro (57% of the respondents) was the most popular destination for expanded bus service to other communities.

2.10.4 *Paratransit User Survey*

The paratransit survey was administered by phone to a random sample of 160 persons who currently use paratransit services provided by the City of High Point. The sample was weighted to ensure that the distribution of the survey respondents based on the primary reason they use the service closely approximated the actual distribution. In some cases, the survey was administered to caregivers because the user was not physically or mentally able to complete the survey. The overall results had a 95 percent level of confidence with a precision of at least six percent (\pm). The survey was designed to obtain statistically valid input from paratransit users concerning a variety of service issues. Key results included:

2.10.4.1 Overall satisfaction with various aspects of the service

- More than 90 percent of all respondents indicated positive experiences with transportation scheduling and service quality.
- Less than seven percent (7%) of all respondents indicated negative aspects to service quality.

2.10.4.2 Demographic characteristics of paratransit users

- Eighty-one percent (81%) of those surveyed were eligible to use the service because they had a certified disability; 41 percent were senior citizens 60 years old or older.
- Forty-seven percent (47%) of the respondents used paratransit services three or more times per week.
- Fifty-seven percent (57%) of the respondents had been using paratransit services for more than three years.

2.10.4.3 Reasons persons are using the service

- Based upon the survey responses, the top two reasons for using paratransit services are “going to/from work” (47%) and “going to/from a medical/dental appointment” (28%).

2.10.4.4 Level of interest in various improvements that are being considered

- Forty-seven percent (47%) of the respondents indicated they would *not be willing* to transfer from one vehicle to another en route to their final destination; sixteen percent (16%) indicated they would be *very willing* to transfer.
- Forty-six percent (46%) of those surveyed indicated interest in using expanded paratransit service to the City of Greensboro.

2.10.5 Comparison with High Point Housing Authority Resident Survey

The High Point Housing Authority administered the same resident survey instrument to participating Housing Authority residents at the same time the other four surveys were conducted. Results were obtained from a sample of 36 High Point Housing Authority residents. *The results were not statistically valid.* However, many City Housing Authority residents utilized the City's transportation services. All 36 survey respondents utilized the Hi tran and/or Dial-A-Lift services. Therefore, the Housing Authority survey results provided an opportunity for comparison and contrast with the results of the General Resident Survey. Key findings include:

- Ninety-four percent (94%) of City residents use the car to travel to/from work and other frequent destinations, whereas only 56 percent of Housing Authority residents use the car.
- Only two percent (2%) of City residents use the bus to travel to/from work and other frequent destinations, whereas 39 percent of Housing Authority residents reportedly use the bus.
- Forty-two percent (42%) of Housing Authority residents versus nine percent (9%) of City residents reported that at least one member of the household (age 16 or older) is dependent on others for transportation because the person does not have a car or does not drive.
- Housing Authority residents generally rate the availability of public transit service in the community higher than general City residents: 45 percent of Housing Authority residents rate the availability of service as *good* or *excellent* compared with only 26 percent of general City residents.
- By percentage of respondents, Housing Authority residents are more likely to use transit service compared with the respondents of the general City resident survey: 51 percent and 60 percent of the Housing Authority residents surveyed indicated they would be *very likely* to use door-to-door bus/van service and fixed route bus/van service, respectively, compared with 35 percent and 17 percent of general City residents, respectively.
- "Improving transportation for the elderly and disabled" and "Improving public transit" were the top two transportation priorities of Housing Authority residents surveyed, whereas "maintaining existing roads" and "improving transportation for the elderly and disabled" were the top two priorities of the general City resident responses.

- Seventy-nine percent (79%) of Housing Authority residents surveyed and 64 percent of City of High Point resident’s participants think it is *very important* that the City foster public transportation improvements.

2.11 Public Transit Peers

This section reviews various statistical data concerning public transit systems considered the “peers” of Hi tran and Dial-A-Lift. Ten systems were selected that are comparable in size and/or population to the public transit system operating in High Point. Table 10, after the next page list these systems with those defining characteristics. As can be seen in the table, ten peer systems were selected. Three peers were from North Carolina, the remaining seven from southern or midwestern states. The data displayed in the table is from the 2000 National Transit Database (published in late 2001).

Table 1 below compares the “average” peer with High Point.

Table 8: Summary of Defining Peer Characteristics

Item	Average Peer	High Point
UZA Population	103,074	108,686
Maximum Number of Vehicles in Service (<i>Fixed Route and Demand Response</i>)	16	18
Annual Vehicle Revenue Miles	568,392	511,524
Annual Unlinked Passenger Trips	716,929	873,908
Annual Operating Expenses	\$1,760,889	\$1,442,969

As seen in Table 1, the “average peer” was similar in area population, fleet in service, and operating characteristics to High Point. While individual systems do vary in some respects, the overall grouping appears consistent with High Point.

2.11.1 Key Ratios

Several “ratios” were calculated that are commonly used to measure the performance of public transit systems. These ratios are listed in Table 9 below.

Table 9: List of Key Ratios for Peer Comparison

Item	Fixed Route	Demand Response	Total System
Operating Expenses/Revenue Mile	✓	✓	
Operating Expenses/Passenger Trip	✓	✓	✓
Passenger Trips/Revenue Mile	✓	✓	
Fare Revenue/Operating Cost			✓
Operating Cost Per Capita	✓	✓	✓

Tables 11 through 13 summarize the statistics indicated in Table 29 above. Only the fare to cost ratio was not shown. This is shown in Figure 34.

Operating expense per revenue mile and per passenger trip are indicators of financial efficiency. While costs can vary from one part of the country to another, the ratios are useful in letting High Point know if its cost structure is at least “reasonable.” The lower the ratio, the better.

“Passenger trips per revenue mile” was a measure of system productivity or how well it is used. The higher the “trips per mile”, the better.

Fare revenue to operating cost also shows financial efficiency. The more fares contribute to system operating expense, the less other sources of funding are needed to support the operation.

Finally, “operating cost per capita” indicates the level of transit investment in a community. The higher the operating cost per capita, the greater the level of transit investment in that community.

2.11.2 Analysis of Ratios

For both fixed route and demand response operations, High Point compares favorably with its peers.

Table 10: Public Transit System Peers of High Point, North Carolina

System	City	State	UZA Population	Fixed Route Vehs Max Service	Demand Response Vehs Max Service	Total Vehicles in Max Service	Total Annual Operating Expenses	Total Annual Veh Rev Mis	Total Annual Unlinked Trips
Jackson Transit Authority	Jackson	TN	53,031	9	3	12	\$ 1,428,587	656,000	538,115
KeyLine	Dubuque	IA	63,705	9	6	15	\$ 1,383,779	361,601	504,191
City of Anderson Transportation System	Anderson	IN	74,037	6	5	11	\$ 1,929,317	464,655	258,494
Johnson City Transit System	Johnson City	TN	82,382	7	6	13	\$ 1,305,020	373,571	383,807
Springfield City Area Transit	Springfield	OH	88,649	13	4	17	\$ 1,227,119	344,935	655,858
Wilmington Transit Authority	Wilmington	NC	101,357	12	2	14	\$ 1,794,477	527,857	1,163,448
Petersburg Area Transit	Petersburg	VA	103,526	10	2	12	\$ 1,375,332	422,822	525,881
Muskegon Area Transit System	Muskegon	MI	106,252	12	2	14	\$ 1,782,717	533,078	498,474
Hi tran (Includes Dial-A-Lift)	High Point	NC	10			18	2,969	511,524	873,908
Asheville Transit Authority	Asheville	NC	110,429	12	6	18	\$ 2,292,121	737,980	1,159,059
Fayetteville Area System of Transit	Fayetteville	NC	241,763	19	14	33	\$ 3,408,344	1,318,294	1,324,987

Table 11: Fixed Route Peer Comparisons

System	City	State	Bus			
			Ops Exp/Pop	Ops Exp/Trip	Ops Exp/ Rev Mi	Trips/Mile
Hi tran	High Point,NC	NC	\$ 10.37	\$ 1.36	\$ 2.90	2.1
Wilmington Transit Authority	Wilmington,NC	NC	\$ 16.82	\$ 1.47	\$ 3.33	2.3
Springfield City Area Transit	Springfield, OH	OH	\$ 11.42	\$ 1.68	\$ 3.60	2.1
Asheville Transit Authority	Asheville, NC	NC	\$ 18.75	\$ 1.83	\$ 3.60	2.0
Fayetteville Area System of Transit	Fayetteville, NC	NC	\$ 10.94	\$ 2.11	\$ 3.19	1.5
Jackson Transit Authority	Jackson, TN	TN	\$ 22.01	\$ 2.26	\$ 2.23	1.0
KeyLine	Dubuque,IA	IA	\$ 17.55	\$ 2.45	\$ 5.15	2.1
Petersburg Area Transit	Petersburg,VA	VA	\$ 12.66	\$ 2.55	\$ 3.34	1.3
Muskegon Area Transit System	Muskegon,IN	MI	\$ 15.04	\$ 3.28	\$ 3.37	1.0
Johnson City Transit System	Johnson City,TN	TN	\$ 12.19	\$ 3.30	\$ 3.35	1.0
City of Anderson Transportation System	Anderson,IN	IN	\$ 13.55	\$ 4.71	\$ 4.08	0.9

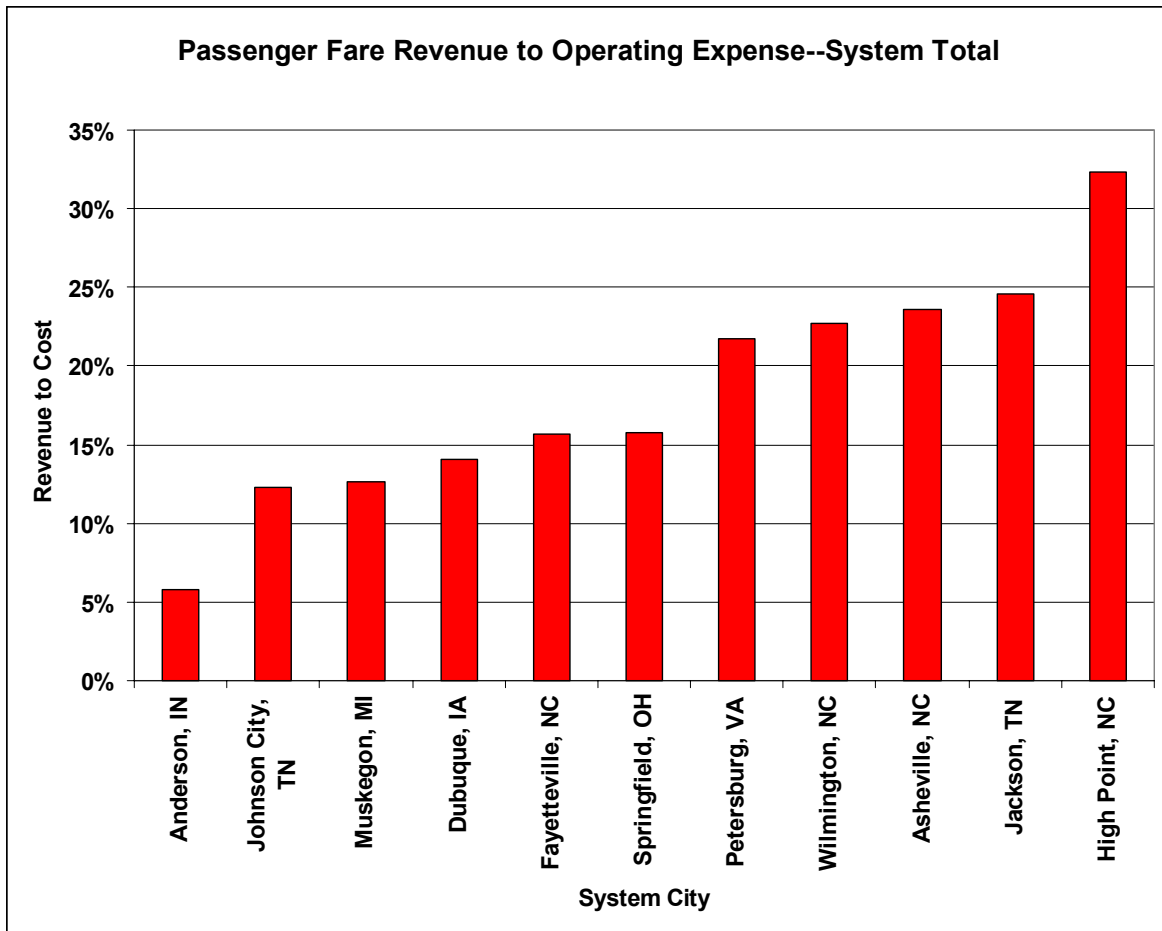
Table 12: Demand Response Peer Comparisons

System	City	State	Demand Response			
			Ops Exp/Pop	Ops Exp/Trip	Ops Exp/ Rev Mi	Trips/Mile
Johnson City Transit System	Johnson City,TN	TN	\$ 3.65	\$ 3.79	\$ 4.09	1.08
Springfield City Area Transit	Springfield, OH	OH	\$ 2.42	\$ 3.94	\$ 3.36	0.85
Petersburg Area Transit	Petersburg,VA	VA	\$ 0.62	\$ 5.05	\$ 2.09	0.41
KeyLine	Dubuque,IA	IA	\$ 4.17	\$ 5.65	\$ 1.84	0.33
Hi tran	High Point,NC	NC	\$ 2.91	\$ 7.40	\$ 2.57	0.35
Asheville Transit Authority	Asheville, NC	NC	\$ 2.00	\$ 8.28	\$ 1.36	0.16
Fayetteville Area System of Transit	Fayetteville, NC	NC	\$ 3.15	\$ 10.63	\$ 1.56	0.15
Jackson Transit Authority	Jackson, TN	TN	\$ 4.93	\$ 12.45	\$ 1.98	0.16
Muskegon Area Transit System	Muskegon,IN	MI	\$ 1.74	\$ 15.69	\$ 3.15	0.20
City of Anderson Transportation System	Anderson,IN	IN	\$ 12.51	\$ 20.31	\$ 4.23	0.21
Wilmington Transit Authority	Wilmington,NC	NC	\$ 0.89	\$ 20.35	\$ 5.77	0.28

Table 13: System Peer Comparisons

System	City	State	Totals	
			Ops Exp/Pop	Ops Exp/Trip
Hi tr	High Point,NC	NC	\$ 13.28	\$ 1.65
Asheville Transit Authority	Asheville, NC	NC	\$ 13.28	\$ 2.62
City of Anderson Transportation System	Anderson,IN	IN	\$ 13.84	\$ 1.87
Fayetteville Area System of Transit	Fayetteville, NC	NC	\$ 14.10	\$ 2.57
Jackson Transit Authority	Jackson, TN	TN	\$ 15.84	\$ 3.40
Johnson City Transit System	Johnson City,TN	TN	\$ 16.78	\$ 3.58
KeyLine	Dubuque,IA	IA	\$ 17.70	\$ 1.54
Muskegon Area Transit System	Muskegon,IN	MI	\$ 20.76	\$ 1.98
Petersburg Area Transit	Petersburg,VA	VA	\$ 21.72	\$ 2.74
Springfield City Area Transit	Springfield, OH	OH	\$ 26.06	\$ 7.46
Wilmington Transit Authority	Wilmington,NC	NC	\$ 26.94	\$ 2.65

Figure 34: Fare Revenue to Operating Expense: System Total Peer Comparison



2.11.2.1 Fixed Route Comparison

For operating expenses per passenger trip, High Point was at \$1.36 per trip, the lowest of the Peer group. The highest cost per trip was in Anderson, Indiana at \$4.71.

For operating expense per revenue mile, High Point was at \$2.90 per mile. The Peer low was \$2.23 in Jackson, Tennessee with Dubuque, Iowa at \$5.15 per mile.

- In terms of riders or passenger trips per revenue mile, High Point was at 2.1 rides per mile compared with the low of 0.9 rides per mile in Anderson, Indiana and the high of 2.3 rides per mile in Wilmington, NC.

2.11.2.2 Demand Response Comparison

For operating expenses per passenger trip, High Point was at \$7.40 per trip. This compares with \$3.79 per trip in Johnson City, Tennessee that was the lowest of the Peer group. The highest cost per trip was in Wilmington, NC at \$20.35.

For operating expense per revenue mile, High Point was at \$2.57 per mile. The Peer low was \$1.36 in Asheville, NC with Wilmington at \$5.77 per mile.

- In terms of riders or passenger trips per revenue mile, High Point was at 0.35 rides per mile compared with the low of 0.16 rides per mile in Asheville and the high of 1.08 rides per mile in Johnson City.

2.11.2.3 System

The main system level comparisons were “operating expenses per passenger trip”, “operating expenses per capita”, and “passenger fares to operating expenses.”

- Operating expense per trip range showed a low of \$1.54 (Dubuque, Iowa) and a high of \$7.46 in Springfield, Ohio. High Point is toward the lower end of the Peer group at \$1.65 per passenger trip.
- Operating expense per capita shows a low of \$13.28 and a high of \$26.94. High Point and Asheville share the “low” with Wilmington at the highest level of “per capita” investment.
- Fare revenue to operating expense ranges from 6 percent to 32 percent. High Point has the highest fare revenue to expense ratio of the Peer group with Anderson, Indiana with the lowest.

Section 3: Recommendations

3.1 Introduction

This section presents recommendations regarding service improvements for Hi tran and Dial-A-Lift. For Hi tran, “No Cost” and service expansion are presented. This section also presents recommendations concerning marketing, fare, and technological aspects of High Point’s transit operation.

3.2 Hi tran “No Cost” Recommendations

Based on an assessment of current operations as well as input from the steering committee, the following observations and objectives for Hi tran are:

- On the whole, the Hi tran service was well utilized. Movement of population out of the Hi tran service area was seen as a contributing factor to declining ridership.
- Demographically, the areas served by Hi tran are appropriate given the population in need of public transportation.
- New development along NC 68 (Eastchester Drive) offered opportunities to provide connection to job opportunities from parts of the city that have experience decreases in employment.
- Financially, Hi tran was constrained. No new funding was available for service expansion. New services need to be derived from existing resources. An exception was that Piedmont Area Regional Transportation (PART) was to begin new intercommunity service in the fall of 2002. That service was to connect High Point’s Broad Street Terminal with a hub near the Piedmont Triad International Airport along Eastchester Drive. Service was to be at least every sixty minutes, Monday through Friday, 6 AM to 6 PM. The PART service involves no financial contribution from High Point.
- Route 25-GTCC is by far the least used route. While it was intended to serve a student population, only one-third of the riders were classified as students.
- The Industrial Park Flyer (Route 21) was well utilized but could conceivably be served by other routes.

3.2.1 Service Alternatives

This section presents various “No Cost” service alternatives as presented to the study steering committee. As a basis of comparison, current Hi tran cost per rider is about \$1.90.

3.2.1.1 Service to Eastchester Drive (NC 68)

Figures 35 to 37 present various NC 68 service options.

Figure 35: Current North Main Route

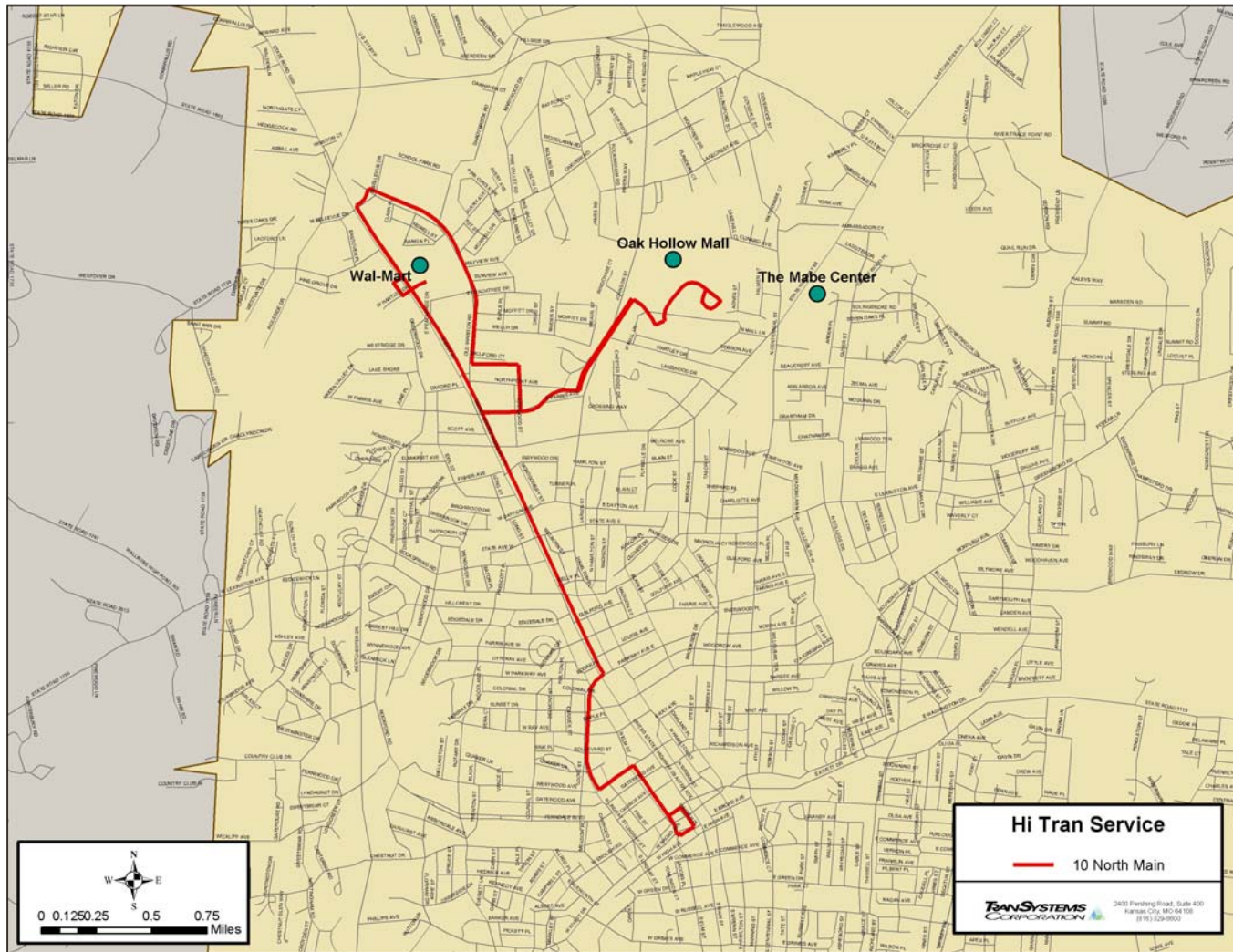


Figure 36: North Main Split to The Mabe Center and Wal-Mart

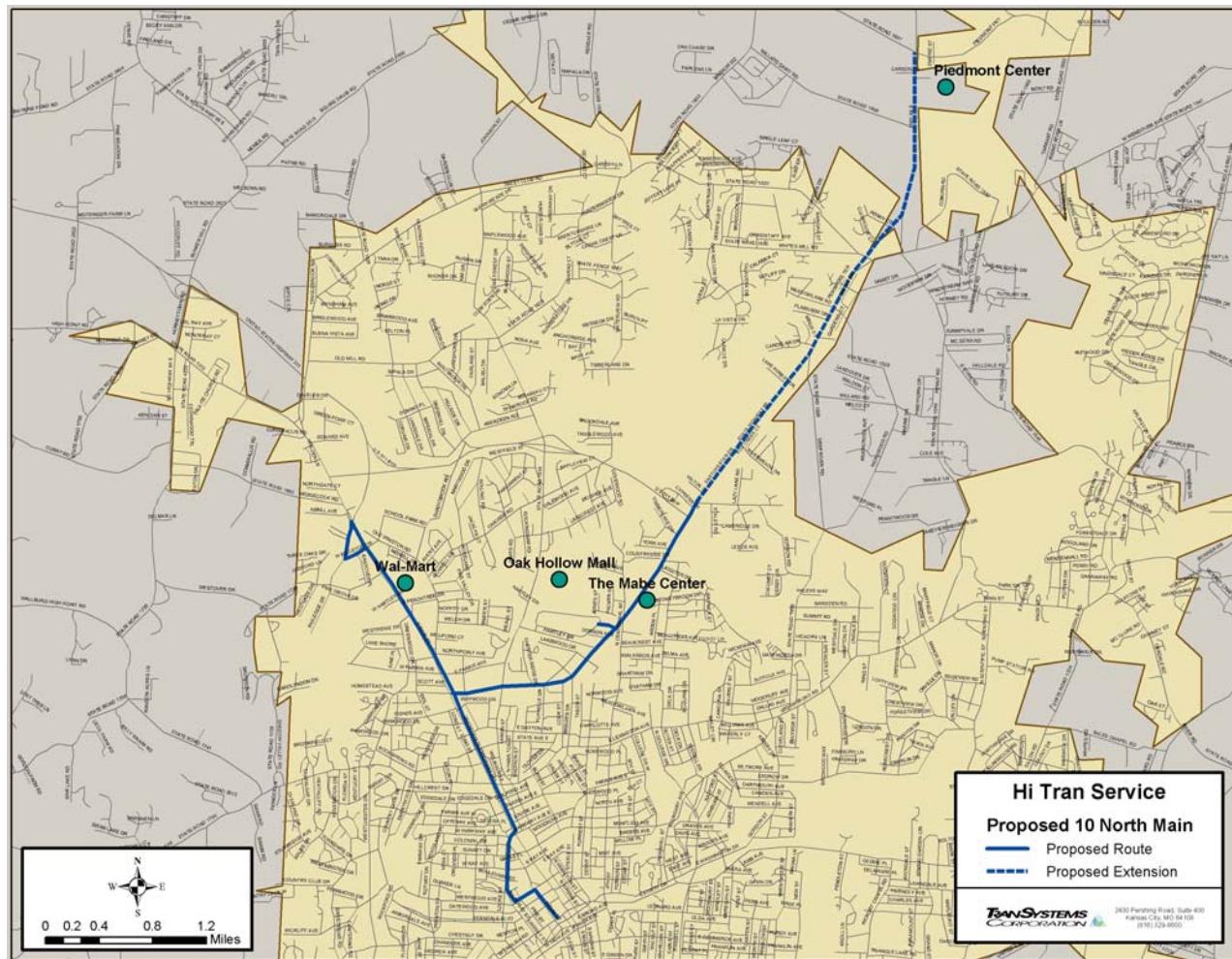


Figure 37: New Route to Piedmont Centre

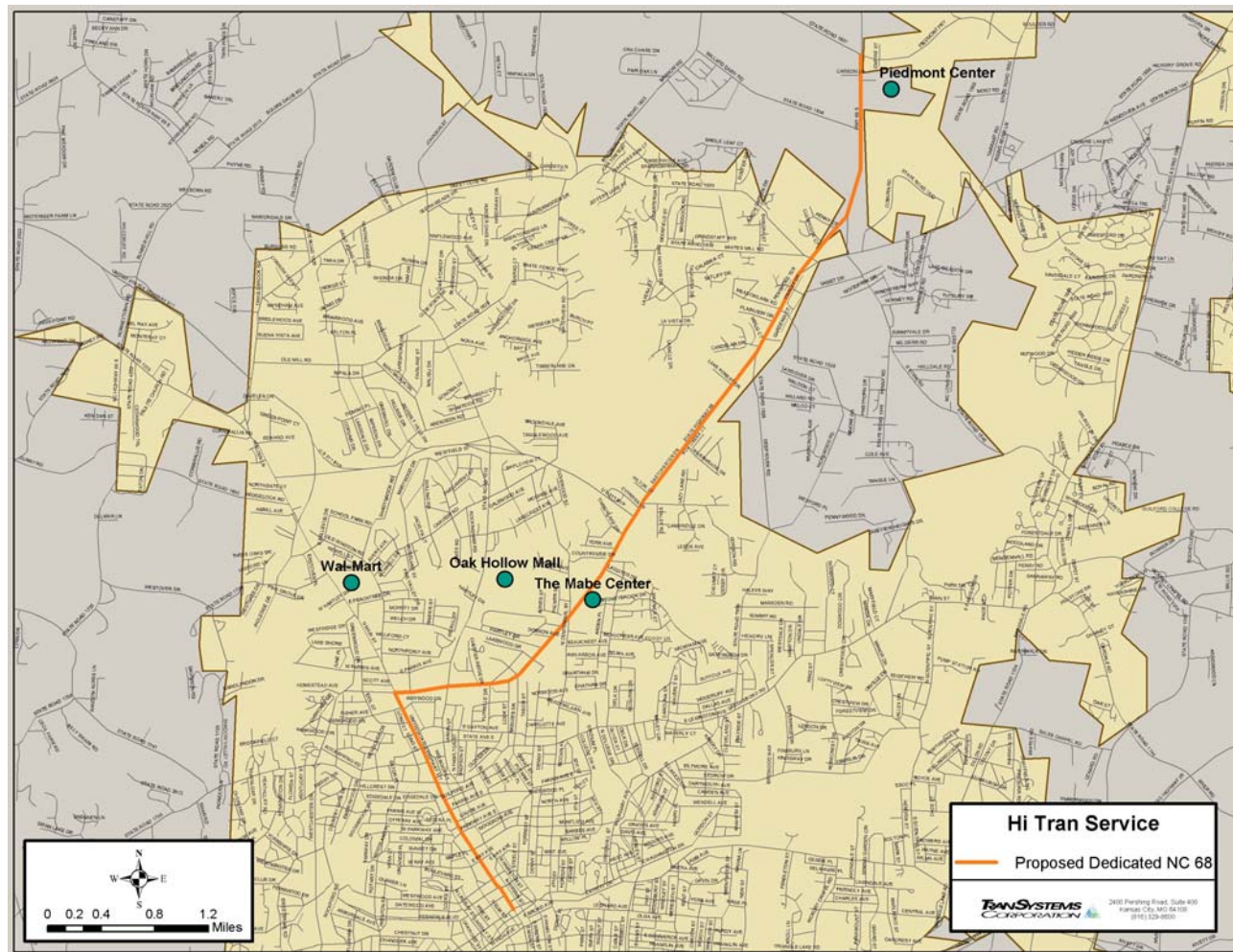


Table 14: NC 68 Service Options

Option	Description	Comment
PART Service	PART plans to implement in the fall of 2002 service from downtown High Point to near Piedmont International Airport via Eastchester Drive. Currently a stop at Oak Hollow Mall is planned plus one more stop before airport. This involves no cost to High Point.	Service was no cost to Hi tran. Not sure if enough time in schedule to permit very many stops along corridor to be effective service. Could be a pilot attempt to test demand.
Reconfigure North Main Service	Portion of route north of Eastchester would be split. One half would continue north on Main to Asbill public housing, turn around and head downtown. The Old Winston segment would be eliminated. The segment had 8 deboardings. Other half would turn northeast onto Eastchester serve Oak Hollow Mall then north to The Mabe Center area. Service would be extended to Piedmont with additional funding (as from the elimination of Route 25---see GTCC below). There would be no additional cost if the service were sent to The Mabe Center only.	No cost impact if service extended only to The Mabe Center.
Establish New Route	A dedicated route would operate along NC 68 (Eastchester) to Piedmont. A new route would cost about \$150,000 annually to operate.	Most expensive and risky option.

Table 15 summarizes key statistics about the NC 68 options.

Recommendation: Reconfigure North Main; go to The Mabe Center.

3.2.1.2 GTCC Service

The following Figures 38 to 40 and Table 16 present options to serve GTCC. Table 17 presents a statistical summary of the options.

Figure 38: Current Routes 17 (Washington) and 25 (GTCC) Services

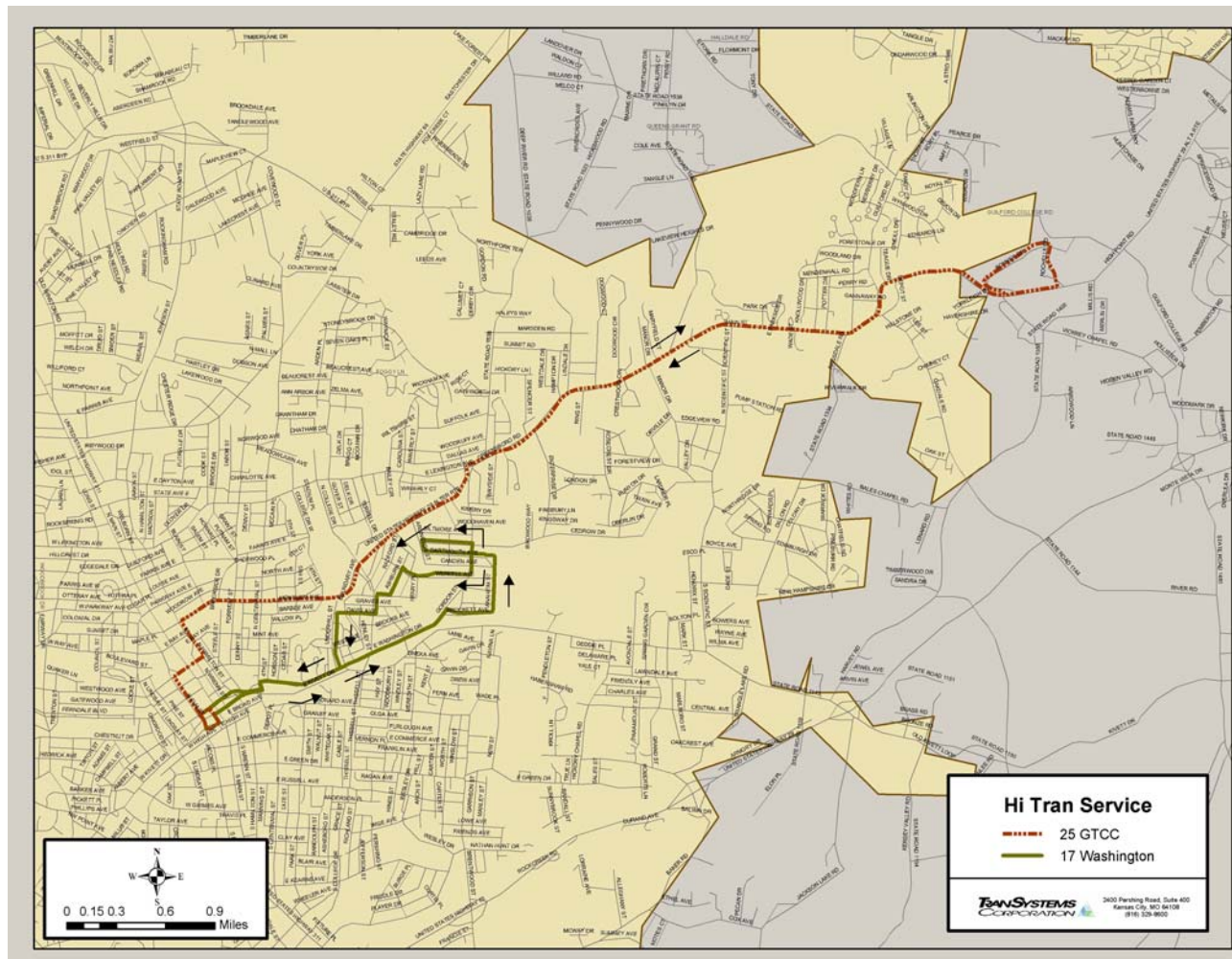


Figure 39: Current Route 13 (Montlieu) Service

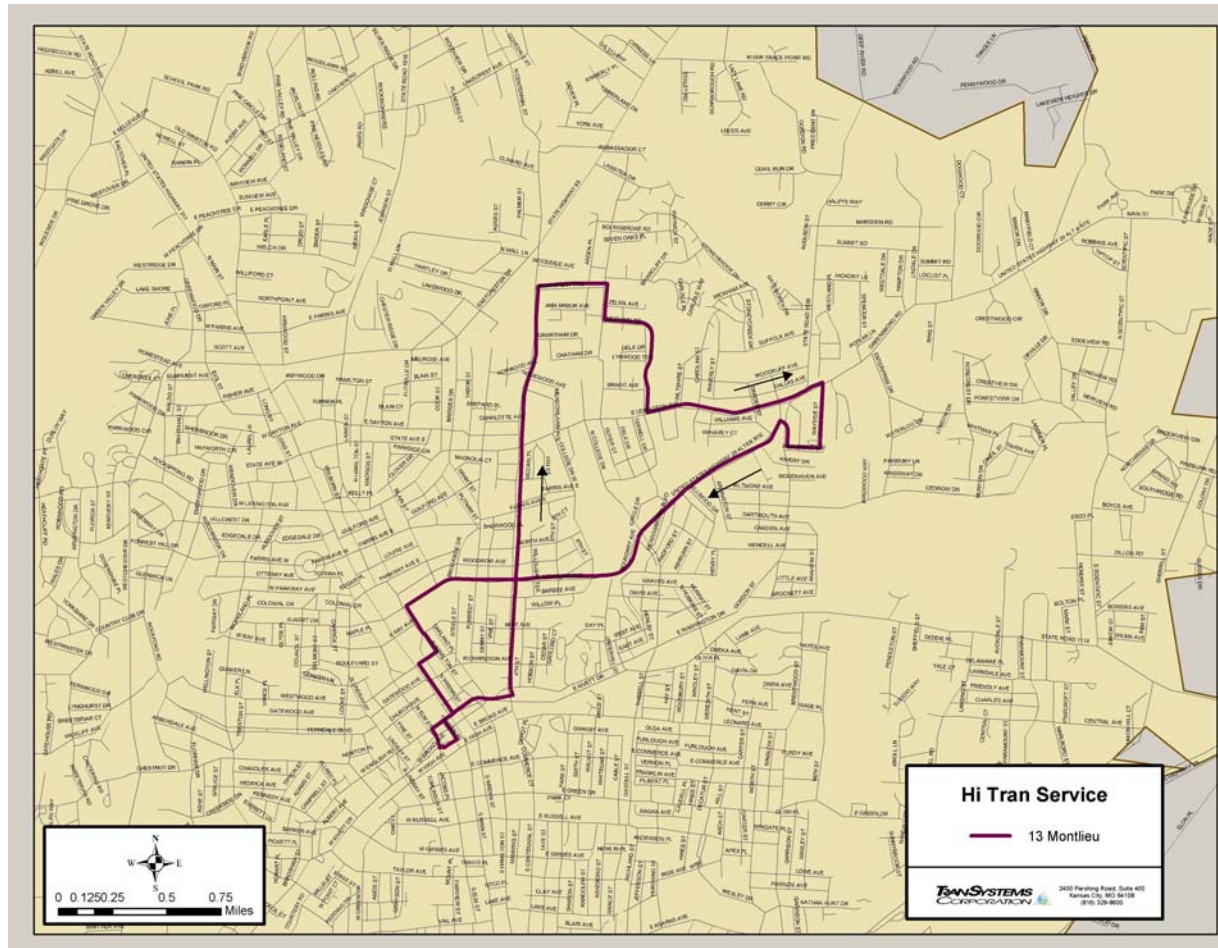


Figure 40: Reconfigure Route 13 to GTCC and Route 17 Change

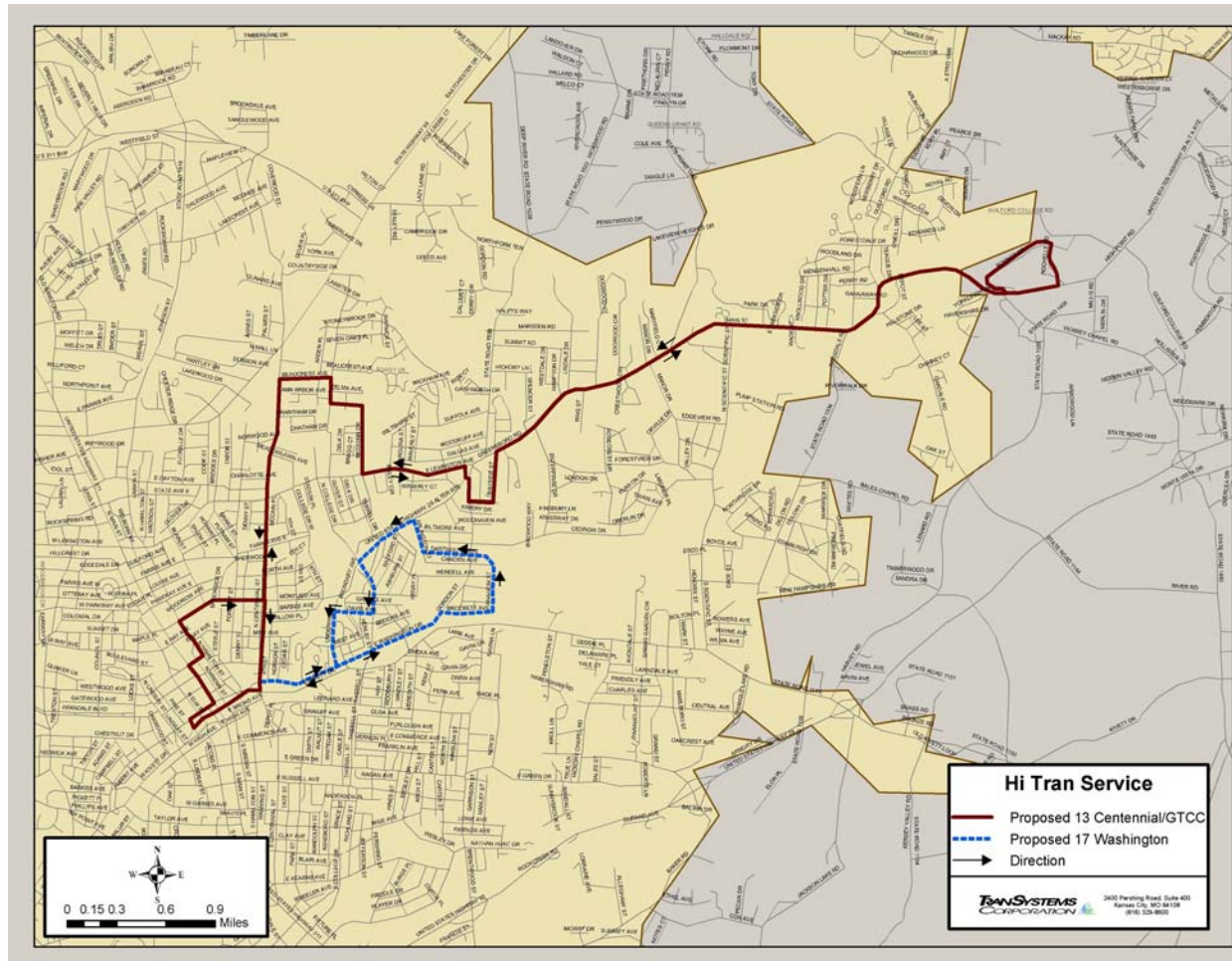


Table 15: Statistics for NC 68 Options

Option	Annual Cost	New Daily Riders	Cost/Rider
1. PART Only	\$0	??for Hi Tran	\$0
2a. N Main To Mabe	\$0	60	\$0
2b. N Main to Piedmont	\$140,000	163	\$3.35
3a. New Downtown to Piedmont	\$150,000	192	\$3.06
3b. New Oak Hollow to Piedmont	\$80,000	48	\$6.54

Note: Current Hi tran cost per rider is \$1.90. Weekday ridership is about 3,000 per day.

Table 16: GTCC Service Options

Option	Description	Comments
Eliminate Route 25	Service would be eliminated for being low performer. Use resource elsewhere. This would save about \$30,000 annually.	While this was a low performing route it did have ridership. Further, it provided a connection to Greensboro Transit and a major educational institution.
Reconfigure Route 13 (Montlieu)	Retain Centennial Portion of the route; extend to GTCC (eliminate the Montlieu portion of route; part of the Montlieu segment would be picked up by the Washington Drive Route). This would cost about \$80,000 annually with no increase in riders.	Main risk was losing ridership on the Montlieu segment of route. Much of ridership appeared to be on the Centennial to Wayside segment (with a fair number of people apparently riding around back to downtown). This proposal would eliminate a loop and provide bi-directional service as well as a good connection to jobs and services for a high demand area. Little or no cost in change.
Seek GTCC Fees	Impose a mandatory transit fee on students; help underwrite service from High Point (with Greensboro?); allow students unlimited use of either system; fee would offset cost of Route 25.	No data on student use or potential use of service. Service levels would need to increase to make student investment worthwhile. However, if combined with a Greensboro fee could be a good revenue generator and source of new ridership.

Recommendation: Montlieu adjustment along with pursuit of a student fee or funding from Jamestown and/or GTCC to support the route.

Table 17: Statistics for GTCC Options

Option	Annual Cost	Daily Riders	Cost/Rider
Extend Route 13/17	\$80,000	63* (no change)	\$4.98
Seek Funding	\$0	N/A	N/A
Redirect	(\$30,000)	(63)	\$1.87

Note: Current Hi tran cost per rider is \$1.90. Weekday ridership is about 3,000 per day.

3.2.1.3 Industrial Park Flyer Service

Table 18 summarizes the options for Route 21—Industrial Park Flyer.

Table 18: Industrial Park Flyer Options

Option	Description	
Retain service as is	No change	Ties up resource that might be used elsewhere
Combine trips with South Main	Two South Main trips would be deviated to service the Fraley/Surrett and Corporate Drive/Shore drive areas. This option would save about \$4,000 annually with no impact on riders.	Would require, in the PM, to eliminate one trip on the Townsend/Baker loop; one person boarded that loop. In the AM, the first southbound Main trip would need to leave about 10 minutes earlier.

Recommendation: Work Industrial trips as part of the South Main service.

Figure 41: Current South Main and Industrial Park Flyer Service

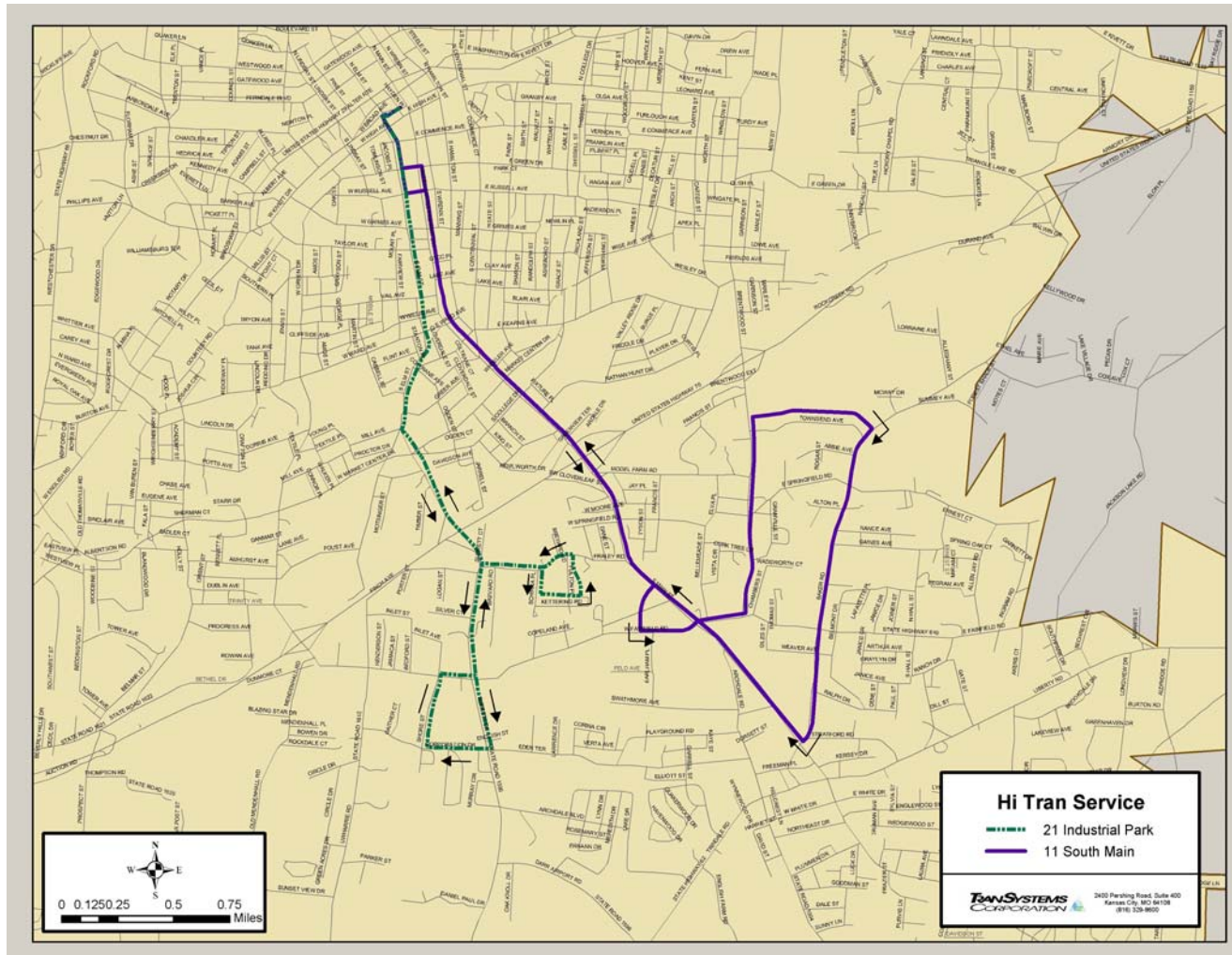
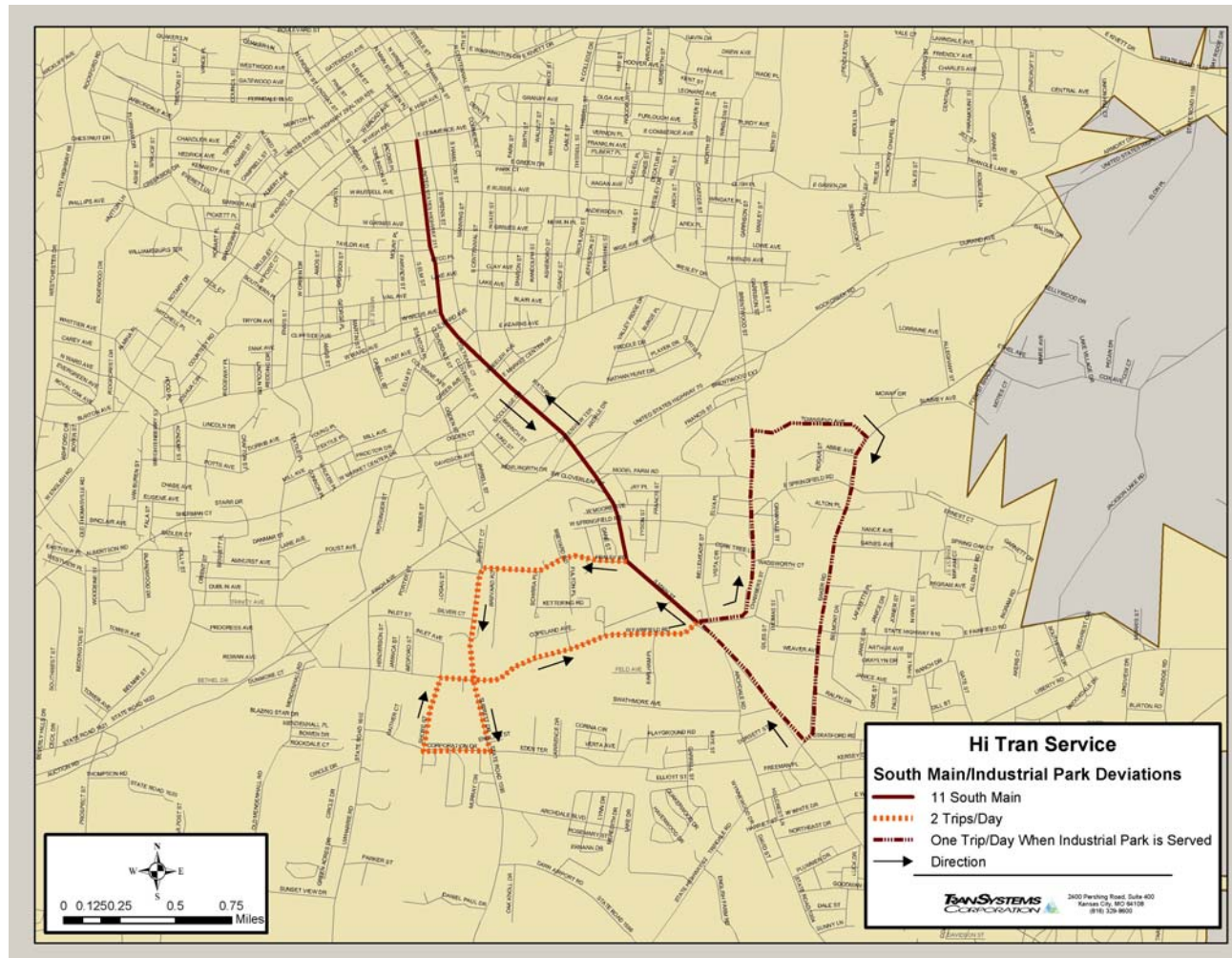


Figure 42: Proposed Reconfiguration of South Main Service



3.2.1.4 Steering Committee Response

Based on the presentation of the above recommendations, the Steering Committee had these responses:

- Splitting of the North Main route to serve both Wal-Mart and The Mabe Center had merit.
- Seek funding from GTCC and Jamestown to fund that route. No change to existing routes.
- The minimal cost savings on the Industrial Flyer change may not warrant the action.

3.3 Hi tran Service Expansion Recommendations

This section presents recommendations for Hi tran service expansion.

3.3.1 *Sunday and No Holiday Service*

These were services that operate on Sundays, but not on the six major holidays (New Years, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas). The routes that operate are the same ones that operate on Saturday at the same hours (approximately 8:00 AM to 5:00 PM).

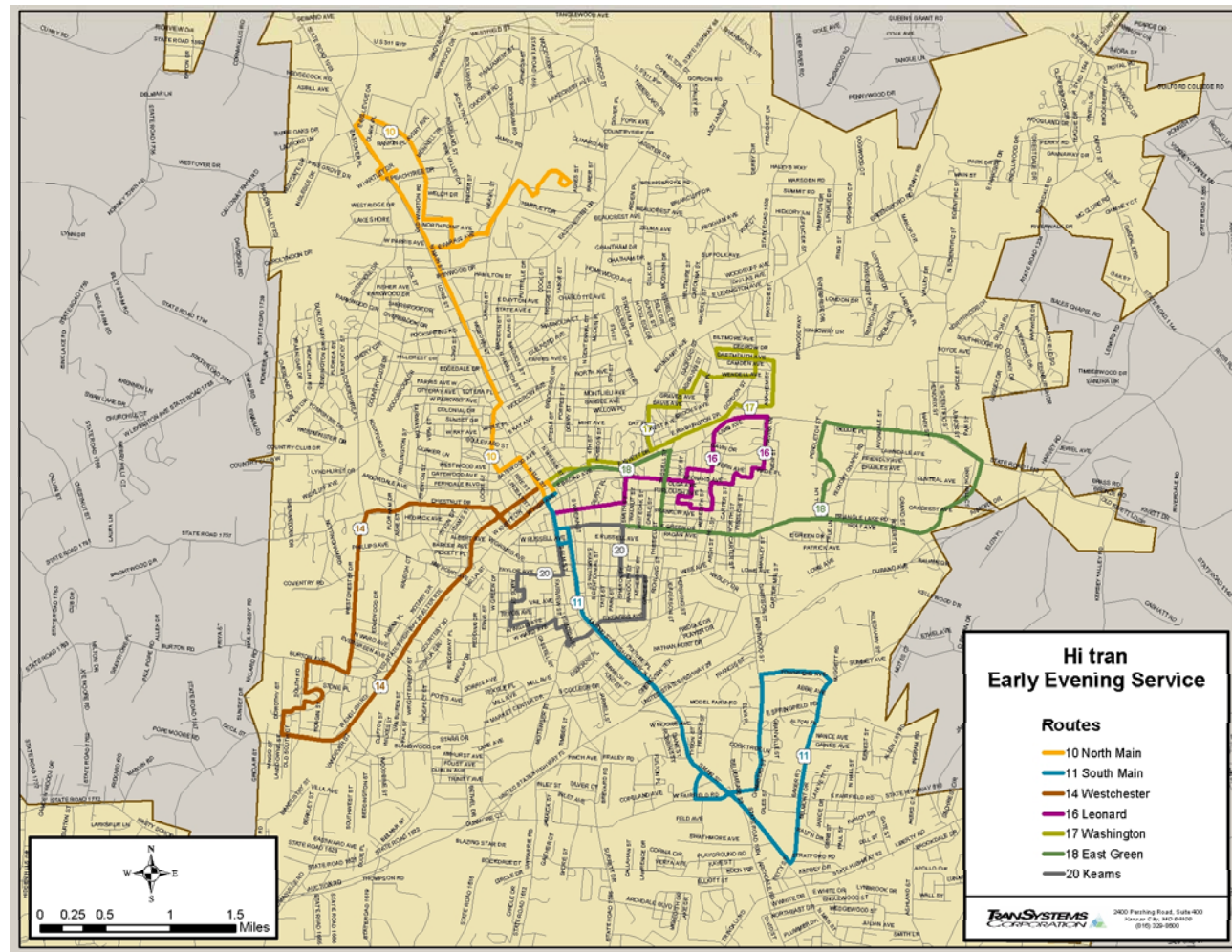
3.3.2 *Evening Service*

These have two main parts: early evening service (to about 9:30 PM) and late evening (from 9:30 PM to 12 Midnight). Both were designed to capture people who have work shifts that end after 6:00 PM. People working in restaurants, retail, and other entry-level service jobs would be served by these later hours of operation.

3.3.2.1 Early Evening Service

The routes (except Eastchester) that then operated on Saturday would operate the early evening service. Such services would be provided Monday through Saturday. In addition, a Piedmont Centre route would also operate during this time (except it would not operate on Saturdays). It would originate at Piedmont Centre and terminate at the Broad Terminal. All services would operate with an hourly headway except the Main Street route that would operate every thirty minutes. The Main Street route would follow its weekday pattern on weekday evenings and the Saturday pattern on Saturday evenings. See Figure 43 for weekday evening routes.

Figure 43: Early Evening Service



3.3.2.2 Late Evening Service

This would operate the Piedmont Centre route until midnight (weekdays only). In addition, after 9:30 PM, a flex route, possibly operated by a private operator, would provide zonal service in the core area of High Point. The flex service would be advanced reservation and demand could be limited to available seating capacity on vans. Flex service would also operate only on weekdays.

3.3.3 Costs and Revenue

See Table 19 . Sunday service (including ADA paratransit) only would cost about \$65,000 annually with an estimated subsidy of \$50,280. Early evening service, without the Piedmont Centre route, would cost about \$204,000 annually. Adding the Piedmont route would cost about \$35,000 annually. Late evening service would cost about \$30,000 annually for the flex routes and \$17,000 annually for the Piedmont route.

To run all services (all evening service plus Sunday) would cost \$390,000 annually. Subsidy, after deducting for passenger revenue, would cost approximately \$325,000 annually.

Ridership, for the maximum level of service, would range between 650 and 780 daily passenger trips for Hi tran and Dial-A-Lift. The summary table shows daily and annual ridership estimates for the other variations of the recommended expansion.

3.3.4 Out County Service

Two routes are proposed. Each route would operate three round trips (AM, midday, and PM).

The first route would connect Thomasville to High Point's Broad terminal. The route would operate via the National Highway, following Market Center Road to Surrett. The route would travel north to Elm ending at Broad. This route would cost about \$54,000 a year to operate and attract 24 daily riders. This amounts to a per rider cost of \$8.75.

The second route would originate in Asheboro and travel via US 220 Business to I-74. It would serve Archdale via Highway 311 to Liberty and Archdale roads. The route would also connect with Surrett and Elm Street, ending at the Broad terminal. This route would cost about \$107,000 annually and attract 38 daily riders. This amounts to a per rider cost of \$11.05.

The fare for both services was estimated to be \$1.00.

See Figure 44 for route map. See Table 19 for cost and revenue data.

Figure 44: Proposed Out-County Services

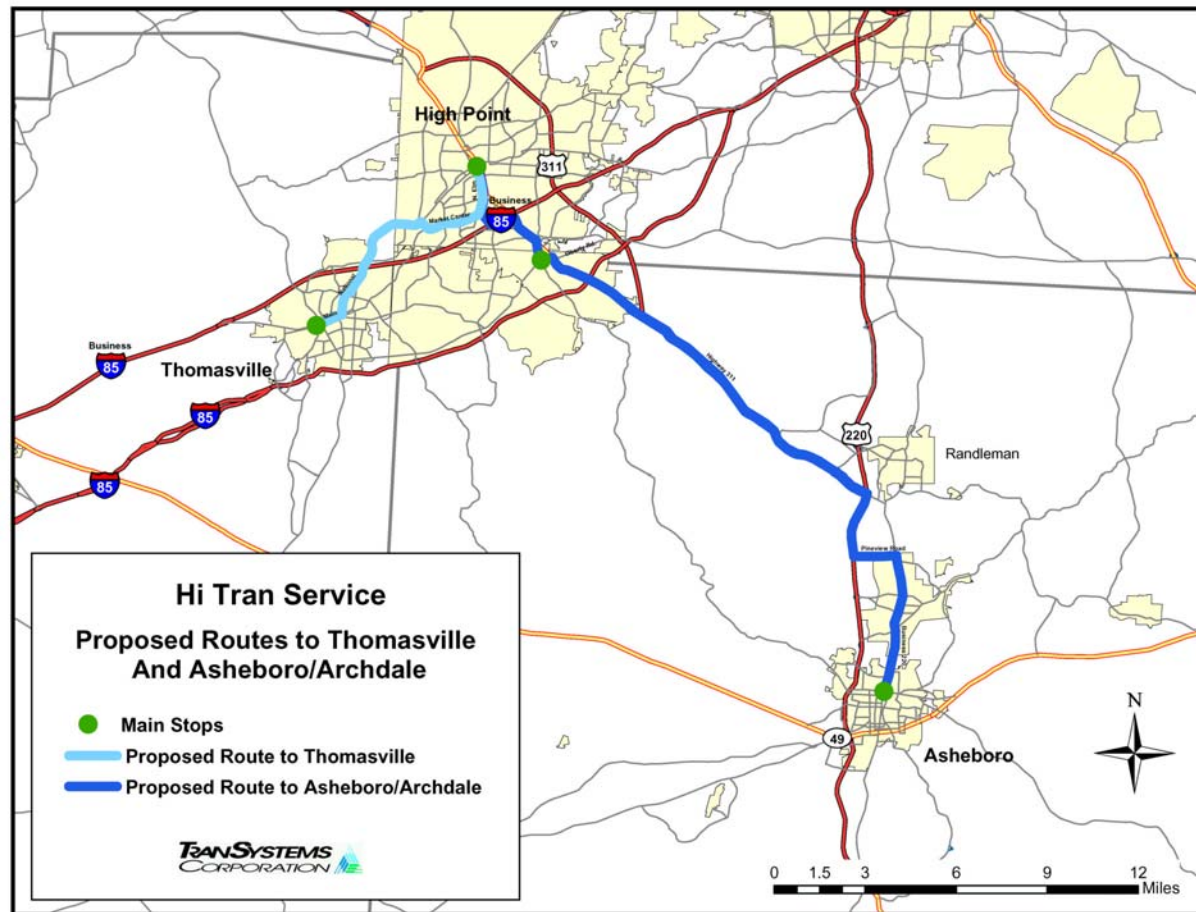


Table 19: Service Expansion Summary

Improvement	Annual Cost	Annual Riders	Cost/ Rider	Daily Riders	Annual Subsidy
Current Hi tran Service	Weekday Saturday All Days			2,939 943 N/A	
	\$ 1,198,781	630,267	\$ 1.90		
Sunday & No Holiday Service	\$ 60,112	26,520	\$ 2.27	510	\$ 46,056
Dial-A-Lift (DAL)	\$ 5,264	520	\$ 10.12	10	\$ 4,224
<i>Total Sunday</i>	\$ 65,376	27,040	\$ 2.42	520	\$ 50,280
Evening Service					
<u>Early Evening</u>					
Extend Ltd Routes to appr. 9:30 PM	\$ 203,541	65,852	\$ 3.09	215	\$ 168,640
Piedmont Centre Route to appr 9:30PM	\$ 34,680	5,100	\$ 6.80	20	\$ 31,977
Dial-A-Lift	\$ 38,069	3,761	\$ 10.12	12	\$ 30,547
<i>Early Evening Sub-total</i>	\$ 276,290	74,712	\$ 3.70	247	\$ 231,164
<u>Late Evening</u>					
Flexible Service 9:30 PM to 12 Mid	\$ 30,345	4,463	\$ 6.80	18	\$ 27,980
Piedmont Centre Route 9:30 PM to 12 Mid	\$ 17,340	2,550	\$ 6.80	10	\$ 15,989
<i>Late Evening Sub-total</i>	\$ 47,685	7,013	\$ 6.80	28	\$ 43,968
<i>Evening Service Totals</i>	\$ 323,975	81,725	\$ 3.96	274	\$ 275,132
Sunday and Evening					
<i>Sunday plus Early and Late Evening & DAL</i>	\$ 389,350	108,245	\$ 3.60	794	\$ 325,412
Out County Services					
<u>Thomasville Express</u>	\$ 53,550	6,120	\$ 8.75	24	\$ 47,430
<u>Asheboro/Archdale Express</u>	\$ 107,100	9,690	\$ 11.05	38	\$ 97,410
Totals	\$ 160,650	15,810	\$ 10.16	62	\$ 144,840
Grand Totals					
<i>Sunday and Evening</i>	\$ 389,350	108,245	\$ 3.60	794	\$ 325,412
<i>Out County</i>	\$ 160,650	15,810	\$ 10.16	62	\$ 144,840
Totals	\$ 550,000	124,055	\$ 4.43	856	\$ 470,252

3.3.5 Coordinate with School Transportation

Another service opportunity for Hi tran is to work with the Guilford County school district to see if existing Hi tran service could serve students. It may be possible that school students (middle school and/or High School) could use regular transit services to get to school. Such services would be open to the general public. Instead of providing regular “yellow” bus service, the district could purchase bus passes for students. It is possible that the cost of bus pass purchases would be less than the current transportation cost per student now borne by the district. During the course of this study it was not possible to conduct such an analysis.

3.3.6 Other Evening Service Changes

The above *early* evening service expansion recommendation involves seven of eleven of Hi tran’s weekday routes. Further, it contemplates services operating until 9:30 PM. Another set of alternative early evening expansion options are provided in the table below. These would involve extended weekday service on nine of the routes (Route 21 Industrial Park Flyer and Route 25 GTCC would not be affected). All options assume complementary Dial-A-Lift service would be provided.

Table 20: Additional Early Evening Service Expansion Options

Last Trip Departure from Broad Terminal	Estimated Annual Operating Cost	Estimated Daily Riders	Estimated Cost per Rider
6:15 PM	\$81,000	68	\$4.67
7:15 PM	\$160,000	136	\$4.61
8:15 PM	\$247,000	204	\$4.75

Note: Average weekday Hi tran ridership is about 3,000 at a cost of \$1.90 per rider.

Based on these assumptions, the average system wide operating cost per hour is about \$320. Thus, for every clock hour of expansion for all seven fixed routes it would cost almost \$320 per hour. 255 days per year (at one clock hour per day) would reach an annual cost of just over \$81,000.

3.4 Dial-A-Lift Recommendations

The following observations were made regarding the Dial-A-Lift service.

- High percentage of trips made by handful of people; many trips are made to Life Span sheltered workshop at 940 Beaumont.
- Opportunity for use of larger vehicles and fewer drivers.
- Opportunity to move people to fixed routes.

Recommendations

- Consider moving Life Span workshop riders from the private carrier services to Dial-A-Lift; use 15 to 20 passenger-sized vehicles. These are typically referred to as “body-on-chassis” vehicles. These vehicles would be used all during the service day. See Figure 45. Five vehicles (raised roof vans, see Figure 46), including two private carrier vehicles, were used to deliver twenty-one people to 940 Beaumont each day. Three vehicles (including one private carrier vehicle) can do the same job. Annual cost savings: \$29,000, including insurance. This was recommended if the City could continue to meet its contractual obligations to the private carrier.
- Change eligibility process to reflect true ADA need for service. This would involve matching a person’s disability with the type of service those people need—either Hi tran or Dial-A-Lift. Some people only need Dial-A-Lift service some of the time. The rest of the time they can use Hi tran. The eligibility process can be altered to provide High Point flexibility in assigning people to Hi tran when using that service makes sense. Currently, there is no mechanism to direct people to the appropriate mode. People choose to ride Dial-A-Lift even if Hi tran is a viable alternative. Implementing a detailed evaluation process such as one used by New Jersey Transit’s process and that of Project Action entitled “Functional Assessment of Cognitive Transit Skills” would provide this flexibility. In short, the process would have these components:
 - Use “trip-by-trip” eligibility process to select situation when people should use fixed route versus Dial-A-Lift. The process involves in-person assessments by specially trained personnel (not physicians).
 - There would be a cost associated with this new more rigorous certification process. The cost would involve re-certifying current people and the higher cost of conducting individual assessments. It is not possible to give a precise cost of implementing a new certifying process in High Point. Based on other similar work, it could cost about \$35 per certification.
- Persons allowed to use DAL strictly due to age should have eligibility adjusted to reflect income and/or location. Only older persons who meet either or both low-income requirements and live more than a quarter mile from a bus route should be eligible. A variation of this recommendation is to raise the fare for non-ADA

older riders to \$4.25 per one-way trip (50 percent of the cost of service or \$2.75 higher than the current \$1.50 fare) regardless of income or location. Non-ADA riders (excepting people who go to workshops) account for about 170 rides per month or just over 2,000 rides annually. If all people continued to ride Dial-A-Lift, High Point would realize \$5,600 in additional revenue. Yet another variation would be to allow current fares for non-ADA riders who live beyond the fixed route service area. People close to fixed route services would need to pay a higher fare.

The last two recommendations were made in the event significant cost savings were warranted from Dial-A-Lift. During the time of the study, it was determined that the Dial-A-Lift service provided needed services to elderly and other non-ADA eligible people and no changes in that mission were warranted.

Figure 45: Body-on-Chassis Vehicle



Figure 46: Current Raised Roof Van in Dial-A-Lift Service



3.5 International Home Furnishings Market Service

Two times per year High Point becomes the focal point of an international gathering of the home furnishing market. The market attracts 80,000 people for one-week periods in April and October. Essentially, High Point's population doubles during these two weeks periods. Obviously, automobile traffic also doubles.

To help accommodate this influx of people and traffic, the International Home Furnishings Market Authority (IHFMA) provides park and ride shuttles, hotel shuttles, and downtown circulation services. It operates about 65 vehicles during each market week.

One service not provided is special shuttle service from High Point residential communities. These locations serve as temporary housing for some of the IHFM attendees. According to the IHFMA, about 2,000 people make this kind of lodging arrangements. The IHFMA estimates that about 250 people per market might be enticed to use a special neighborhood shuttles. As part of the Short Range Plan, special shuttle services are proposed.

Two areas warrant such residential services. The first is the Emerywood area located just northwest of downtown High Point. The second is the Skeet Club area located to the far north of High Point. Three routes are proposed. See Figure 47.

Table 21 presents vital statistics about these routes. In general, they would operate for the seven-day period in which the market is in full force. It is anticipated that the City of High Point and IHFMA would jointly finance the operation of the services.

As can be seen from the table, the Emerywood shuttle would actually make a profit. The remaining routes would require a subsidy. Overall, about \$20,000 per market event would be needed to subsidize the three neighborhood circulators.

Figure 47: Proposed International Home Furnishing Market Neighborhood Shuttles

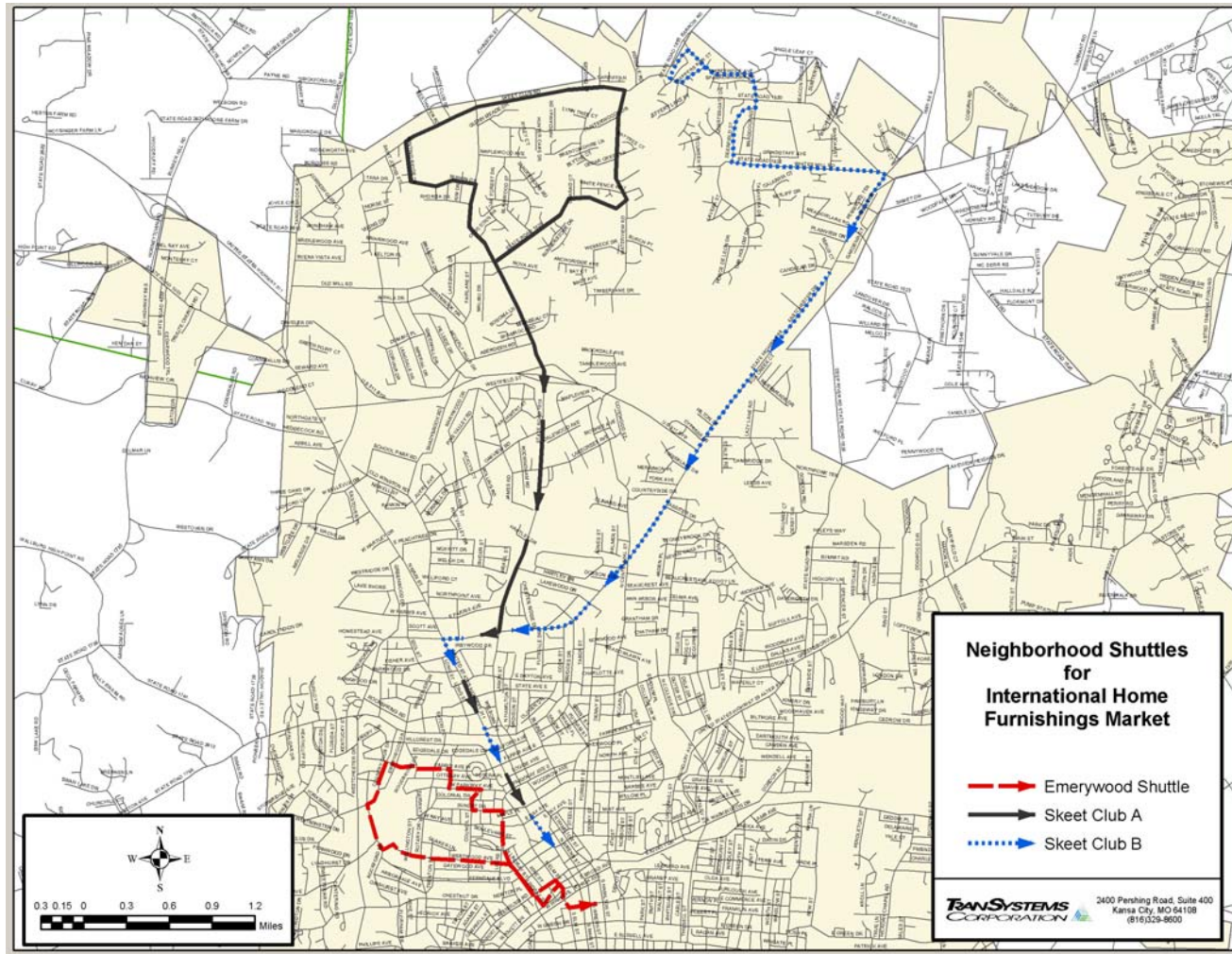


Table 21: International Home Furnishings Market Shuttle Statistics—Per Market Event (One-week/Year)

Route	Frequency (Mins)	Vehicle	Start	Finish	Rate Per Hour	Cost	Riders	Revenue	Subsidy
Emerywood Circulator	20	1.0	6:30 AM	8:30 PM	\$ 65.00	\$ 6,370	250	\$ 9,375	\$ (3,005)
Skeet Club Circulator A	30	3.0	6:30 AM	9:00 AM					
	60	2.0	9:00 AM	4:30 PM					
	30	3.0	4:30 PM	8:30 PM	\$ 65.00	\$ 15,698	125	\$ 4,688	\$ 11,010
Skeet Club Circulator B	30	3.0	6:30 AM	9:00 AM					
	60	2.0	9:00 AM	4:30 PM					
	30	3.0	4:30 PM	8:30 PM	\$ 65.00	\$ 15,698	125	\$ 4,688	\$ 11,010
Totals						\$ 37,765	500	\$ 18,750	\$ 19,015

3.6 Marketing Recommendations

Recommendations are presented in two parts. First, are recommendations related to goals and strategies. Second, are recommendations for specific actions to be taken in connection with the strategies.

Goals and Strategies

Goal:

Reinforce image of Hi tran as a worthy public service that is provided well.

Strategy:

Continue and expand the projection of an image of professionalism by:

- Holding information sessions with City Councilors regarding Hi tran services within the City and within specific council wards.
- Improving quality of printed materials including bus schedules.

Goal:

Increase ridership by targeting specific market segments

Strategy:

Target specific ridership segments through specialized promotions using information, community events, and fares. These segments include:

- Youth
- College Students
- Spanish-speaking residents

Goal:

Improve comfort of riding Hi tran.

Strategy:

Increase the number of passenger-waiting shelters in the system.

Increase sidewalk access to and from Hi tran stops and key destinations.

Consider instituting an “Adopt a Bench/Shelter/Stop Program.”

Actions

Table 22: Recommended Marketing Actions

Action	Comment/Rationale
Improve quality of public information; redesign and upgrade public timetables	This can involve individual schedules for each route or a single item that combines a system map and schedules. Incorporating system schedules as part of a system map can reduce information pieces in the public. Further, this approach can lend itself to advertising that can offset the cost of production.
Develop Spanish-language transit guides.	Conversion of pieces to Spanish may be obtained economically through social service agencies that serve that population.
Offer special fare promotions for youth and college students.	Suggestions: Special summer pass for youth that would be a flat fare pass valid for the summer. With less than 10 percent of riders are under the age of 20 years, attracting more youth or more frequent trips per youth should not affect revenue significantly. College students—place advertisements and/or schedules on campus or as part of registration materials. Consider distribution of free-ride tickets.
Place passenger waiting shelters at top boarding locations.	Develop program to place shelters. Perhaps two or three per year would be feasible within budget constraints. It may be possible that advertising firm would pay for shelter installation and/or maintenance in exchange for advertising rights.

3.7 Fares Recommendations

A special youth fare was recommended to potentially tap a market segment that was not widely using the system today. According to the on-board survey, 8 percent of the riders are aged 20 years or less. Offering a reduced fare to youth (18 years of age and under) would entice more youth to ride. Based on other work done in the country, youth tend to respond well to fare reductions.

Currently, youth riders make about 19,000 annual trips. Reducing the fare to \$.35 (with \$.10 for transfers) would increase the annual rides to 29,000 trips. This would be an increase of 19,000 trips or by 51 percent. Revenue from this group would fall however.

This group currently generates about \$13,000 in revenue and with the recommended fare change, this would fall to \$9,400. This is a reduction of 28 percent or \$3,600 annually.

One potential side benefit in reducing the youth fare (that is not included in the above numbers) is that it might induce additional adult trips. To the extent that adults would escort youth on bus trips, the cost of adult plus youth travel would be reduced. With a high number of single parent households in the Hi tran service area, there could be a side benefit in reducing the youth fare.

3.8 Technology Recommendations

High Point's basic technology needs are fairly straightforward. Two priority improvements, at a minimum, are recommended. They are:

- New, basic computer-assisted scheduling and dispatching software (CASD).
- Up-graded vehicle maintenance software.

In addition, the capital plan (section 4) contains funding for an up-graded radio system. The radio system will need to be compatible with the Regional ITS Plans' architecture for the Triad area.

Table 23 presents a near-term technology budget for High Point. NCDOT with the assistance of the Institute of Transportation Research and Education (ITRE) largely produced the table. The Table contains recommended technologies that will be helpful for High Point to run a "state-of the art" transit system but will also allow it to be an active partner in the Triad Regional Traveler Information Center.

It is recommended that High Point participate in this regional center. This information portal could help High Point riders access other operations in the area. This additional information could contribute to increase use of the Hi tran service.

From the table, the CASD and vehicle maintenance software are included. The maintenance software is recommended for acquisition in FY 2004. The CASD would be acquired over a two-year period starting FY 2004. The AVL project and the Variable Message Sign (VMS) would be helpful technologies to provide "real time" vehicle arrival data to the regional information center and key locations in High Point.

The cost of the plan in the Table is \$905,790. North Carolina, depending on available funds, will pay up to 90 percent of the cost of technology projects. The remaining 10 percent match would come from local sources. For the plan in the table, the local share would be \$90,579.

Table 23: Near-term Technology Plan

Technology	Description	Fiscal Year 2004		Fiscal Year 2005		Fiscal Year 2006		Fiscal Year 2007	
		Quantity	Budget	Quantity	Budget	Quantity	Budget	Quantity	Budget
Baseline Technologies	Replacement Computers			1	\$ 2,100	3	\$ 11,100		
	Expansion Computers					1	\$ 3,700		
	Maintenance Software	1	\$ 10,000						
	GPS				\$ 1,000		\$ 3,600		
	GIS								
Advanced Technologies	AVL & GPS for Fixed Route & Demand Response				\$ 200,000				
	Computed Aided Scheduling & Dispatch (DR)		\$ 24,290		\$ 100,000				
	APCs (Automatic Passenger Counters)				\$ 80,000				
	EFPS (Electronic Fare Payment System)	20	\$ 170,000						
	VMS (Variable Message Sign (outside vehicle))						\$ 100,000		
	Annuciation System w/ internal VMS				\$ 175,000				
	Transit Vehicle Signal Priority								\$ 25,000
TOTALS			\$ 204,290		\$ 558,100		\$ 118,400		\$ 25,000

Source: Institute for Transportation Research and Education, North Carolina State University, Raleigh, North Carolina

Section 4: Finance

4.1 Introduction

This section presents projections of High Point's transit operating costs and revenues as well as capital needs. All financial projections, unless otherwise indicated, the City of High Point's fiscal year which runs from July 1 through June 30.

4.2 Financial Plan

Tables 25 to 27 present financial operating projections. The following assumptions were made regarding the operating projections:

Table 24: Operating Projection Assumptions

Item	Assumption	Comments
Federal Operating Costs	<ul style="list-style-type: none"> No change in FY 2003 rules Funding to remain constant at \$1,039,593 	
State Maintenance Assistance Program (SMAP)	<ul style="list-style-type: none"> No change in FY 2003 rules Funding to remain constant at \$539,895 	
General Operating Expenses including fuel	<ul style="list-style-type: none"> 4.5 percent annual increase starting in FY 2004. 	FY 2003 projections were provided by the City of High Point. Projections were made for FY 2004 through FY 2010.
Insurance	<ul style="list-style-type: none"> 5 percent annual increase starting in FY 2004. 	See comment for general operating expenses.
Ridership	<ul style="list-style-type: none"> Hi tran ridership remains level after FY 2004 Dial-A-Lift ridership remains level after FY 2006. 	No fare increase was assumed.

Table 25: Overall Operating Budget Projections –FY 2003 through FY 2010

(Fiscal Year July 1 through June 30)

Item	FY2001	FY2002P	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
<u>Income</u>										
Passenger Revenue	\$ 437,873	\$ 378,566	\$ 368,000	\$ 362,600	\$ 361,600	\$ 361,600	\$ 361,600	\$ 361,600	\$ 361,600	\$ 361,600
Reimbursement of Federal Grant	503,657	547,631	671,116	713,416	754,983	797,912	842,786	889,695	938,730	989,988
Gen Operating Assistance-- State	212,350	210,380	327,058	348,208	368,992	390,456	412,893	436,348	460,865	486,494
Gen Operating Assistance-- City	225,376	289,287	327,058	348,208	368,992	390,456	412,893	436,348	460,865	486,494
Market	38,350	25,000	-	-	-	-	-	-	-	-
Charter & Advertising	30,530	16,154	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Other	58,923	55,473	56,940	60,336	61,659	63,042	64,486	65,996	67,573	69,222
Total Income	\$ 1,507,059	\$ 1,522,491	\$ 1,760,172	\$ 1,842,768	\$ 1,926,226	\$ 2,013,465	\$ 2,104,659	\$ 2,199,986	\$ 2,299,633	\$ 2,403,797
<u>Operating Expenses</u>										
Total Labor & Fringe Benefits	\$ 1,120,526	\$ 1,129,987	\$ 1,289,902	\$ 1,347,948	\$ 1,408,605	\$ 1,471,992	\$ 1,538,232	\$ 1,607,453	\$ 1,679,788	\$ 1,755,378
Total Services	18,391	12,042	17,518	18,306	19,130	19,991	20,891	21,831	22,813	23,840
Total Supplies	136,590	116,152	149,940	156,687	163,738	171,106	178,806	186,853	195,261	204,048
Purchased Transportation	124,662	126,330	140,653	146,982	153,597	160,508	167,731	175,279	183,167	191,409
Other	97,637	137,981	162,159	172,844	181,155	189,867	198,999	208,571	218,605	229,122
Total Operating Expenses	\$ 1,497,805	\$ 1,522,491	\$ 1,760,172	\$ 1,842,768	\$ 1,926,226	\$ 2,013,465	\$ 2,104,659	\$ 2,199,986	\$ 2,299,633	\$ 2,403,797
<u>Surplus/(Deficit)</u>	\$ 9,254	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Table 26: Hi tran Operating Budget Projections—FY 2003 through FY 2010
(Fiscal Year July 1 through June 30)

Item	FY2001	FY2002P	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
<u>Income</u>										
Passenger	\$ 388,940	\$ 334,335	\$ 326,000	\$ 322,600	\$ 322,600	\$ 322,600	\$ 322,600	\$ 322,600	\$ 322,600	\$ 322,600
Federal	503,657	\$ 431,194	\$ 532,661	\$ 566,470	\$ 599,480	\$ 633,573	\$ 669,211	\$ 706,465	\$ 745,408	\$ 786,116
State	212,350	165,649	259,584	276,486	292,991	310,037	327,856	346,483	365,954	386,309
Local	303,527	227,779	259,584	276,486	292,991	310,037	327,856	346,483	365,954	386,309
Market	38,350	25,000								
Charter & Advertising	30,530	16,154	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Other	28,778	27,814	28,540	28,540	28,540	28,540	28,540	28,540	28,540	28,540
Total Income	\$ 1,506,131	\$ 1,227,926	\$ 1,416,370	\$ 1,480,581	\$ 1,546,602	\$ 1,614,787	\$ 1,686,063	\$ 1,760,571	\$ 1,838,456	\$ 1,919,874
<u>Operating Expenses</u>										
Total Labor & Fringe Benefits	\$ 959,996	\$ 967,309	\$ 1,105,361	\$ 1,155,102	\$ 1,207,082	\$ 1,261,400	\$ 1,318,163	\$ 1,377,481	\$ 1,439,467	\$ 1,504,243
Total Services	15,078	7,542	14,348	14,994	15,668	16,373	17,110	17,880	18,685	19,526
Total Supplies	125,584	105,000	137,790	143,991	150,470	157,241	164,317	171,711	179,438	187,513
Purchased Transportation	-	-	-	-	-	-	-	-	-	-
Other	86,602	118,930	139,541	149,117	156,264	163,754	171,604	179,832	188,456	197,494
Total Operating Expenses	\$ 1,187,260	\$ 1,198,781	\$ 1,397,040	\$ 1,463,203	\$ 1,529,484	\$ 1,598,769	\$ 1,671,195	\$ 1,746,905	\$ 1,826,046	\$ 1,908,776
<u>Surplus/(Deficit)</u>	\$ 318,871	\$ 29,145	\$ 19,330	\$ 17,378	\$ 17,118	\$ 16,018	\$ 14,868	\$ 13,666	\$ 12,410	\$ 11,098

Table 27: Dial-A-Lift Operating Budget Projections—FY 2003 through FY 2010
(Fiscal Year July 1 through June 30)

Item	FY2001	FY2002P	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
<u>Income</u>										
Passenger	\$ 48,933	\$ 44,232	\$ 42,000	\$ 40,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000	\$ 39,000
Federal		116,437	138,455	146,946	155,503	164,339	173,576	183,230	193,322	203,871
State		44,731	67,474	71,722	76,001	80,419	85,037	89,865	94,911	100,185
Local	(78,150)	61,508	67,474	71,722	76,001	80,419	85,037	89,865	94,911	100,185
Market										
Charter & Advertising										
Other	30,145	27,659	28,400	31,796	33,119	34,502	35,946	37,456	39,033	40,682
Total Income	\$ 928	\$ 294,566	\$ 343,802	\$ 379,623	\$ 379,623	\$ 398,679	\$ 418,596	\$ 439,415	\$ 461,177	\$ 483,924
<u>Operating Expenses</u>										
Total Labor & Fringe Benefits	\$ 160,530	\$ 162,678	\$ 184,541	\$ 192,846	\$ 201,524	\$ 210,592	\$ 220,069	\$ 229,972	\$ 240,321	\$ 251,135
Total Services	3,312	4,500	3,170	3,313	3,462	3,617	3,780	3,950	4,128	4,314
Total Supplies	11,005	11,153	12,150	12,697	13,268	13,865	14,489	15,141	15,822	16,534
Purchased Transportation	124,662	126,330	140,653	146,982	153,597	160,508	167,731	175,279	183,167	191,409
Other	11,036	19,051	22,618	23,728	24,892	26,113	27,394	28,739	30,149	31,629
Total Operating Expenses	\$ 310,545	\$ 323,711	\$ 363,132	\$ 379,565	\$ 396,742	\$ 414,696	\$ 433,464	\$ 453,081	\$ 473,587	\$ 495,022
<u>Surplus/(Deficit)</u>	\$ (309,617)	\$ (29,145)	\$ (19,330)	\$ 58	\$ (17,118)	\$ (16,018)	\$ (14,868)	\$ (13,666)	\$ (12,410)	\$ (11,098)

4.3 Capital Improvement Plan

The proposed capital plan for the City of High Point's transit system is presented in Tables 29 and 30. The tables show "routine" capital purchases and "special" capital purchases. Routine capital items are purchases made from the City's annual formula allocation of federal funds. Special purchases are items that are not part of the annual allocation and are funded with special federal grants. Generally, capital plans are financed through a combination of federal, state, and local dollars. Federal sources pay 80 percent of the cost of capital items. Depending on the nature of the project, the remaining 20 percent is either entirely paid by the city or is split between the city and the State of North Carolina. Typically, the State will contribute to large-scale capital projects but not to small scale or routine projects. Bus purchases normally receive state participation. The purchase of computers and office furniture do not. There is no set budget for the State's share of funds.

The capital items below reflect the following sources of information:

Table 28: Capital Program Information Sources

Period	Source of Capital Projects
FY2003	City of High Point's FY 2003 Grant Application
FY2004 to FY2005	State Transportation Improvement Program
FY2006 to FY2010	Short Range Planning Process

4.3.1 Routine Capital Purchases

Table 28 presents routine capital purchases. These include "Associated Capital Maintenance" (ACM) expenditures as well as reimbursement for "Capital Cost of Contracting." The latter refers to the capital portion of High Point's service contract for its Dial-A-Lift service. The former are expenditures related to fleet maintenance. The table shows that FY 2006 expenditures for ACM decrease versus FY 2003. This reflects the operation of a new bus fleet in FY 2006. After peaking in FY 2009, FY 2010 ACM expenditures first drop to \$14,000 then to reflecting the lack of federal funds for ACM.

In addition, the "pass-through" of High Point federal funds to Guilford and Davidson Counties are also shown for FY 2003. Davidson County is to receive \$65,000 with the remaining \$28,437 being passed through to Guilford County. No pass-throughs are assumed for FY 2004 through FY 2010.

Table 29: Routine Capital Program—FY 2003 through FY 2010

(Fiscal Year July 1 through June 30)

Item		FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Routine Capital									
Assoc Cap. Main	\$	100,000	\$ 100,000	\$ 100,000	\$ 20,000	\$ 25,000	\$ 30,000	\$ 50,000	\$ 50,000
Capital Cost of Contract		30,000	36,746	38,399	40,127	41,933	43,820	45,792	47,852
Bicycle Racks			4,800						
Signage			5,000						
Office Equipment		5,000	5,000	6,381					
Software		4,000	35,404						
Shop Equipment		5,000	5,000	-					
Guilford & Davidson Pass-Through	\$	93,437							
Support Vehicle									
Passenger Amenities									
Total Routine Expenditures	\$	237,437	\$ 191,950	\$ 144,780	\$ 60,127	\$ 66,933	\$ 73,820	\$ 95,792	\$ 97,852
Needed Funding									
Federal	\$	208,637	\$ 153,560	\$ 115,824	\$ 48,102	\$ 53,546	\$ 59,056	\$ 76,633	\$ 78,282
State									
Local		28,800	38,390	28,956	12,025	13,387	14,764	19,158	19,570
Total Needed Funding	\$	237,437	\$ 191,950	\$ 144,780	\$ 60,127	\$ 66,933	\$ 73,820	\$ 95,792	\$ 97,852
Available Funding									
Federal <i>(after operations & Special Surplus)</i>	\$	323,477	\$ 326,177	\$ 284,610	\$ 241,681	\$ 196,807	\$ 149,898	\$ 100,863	\$ 49,605
State									
Local		28,800	38,390	28,956	12,025	13,387	14,764	19,158	19,570
Total Available	\$	352,277	\$ 364,567	\$ 313,566	\$ 253,707	\$ 210,193	\$ 164,662	\$ 120,021	\$ 69,176
Surplus/(Deficit)	\$	114,840	\$ 172,618	\$ 168,786	\$ 193,579	\$ 143,260	\$ 90,842	\$ 24,230	\$ (28,677)
Federal Balance	\$	114,840	\$ 172,618	\$ 168,786	\$ 193,579	\$ 143,260	\$ 90,842	\$ 24,230	\$ (28,677)
Special Surplus (Deficit)	\$		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Federal Balance	\$	114,840	\$ 172,618	\$ 168,786	\$ 193,579	\$ 143,260	\$ 90,842	\$ 24,230	\$ (28,677)

Table 30: Special Capital Program—FY 2003 through FY 2010
(Fiscal Year July 1 through June 30)

Item	Fiscal Year							
	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Special Capital								
Hi tran Vehicles			\$ 4,811,000					
DAL Vehicles	165,000					210,586		
Washer			120,000					
Radio System	200,000							
Ped Walkway			50,000					
Facility Renovation	300,000							
Maintenance Lift			84,000					
Shop Heating								
Passenger Amenities		100,000			58,500			
Supervisory Vehicles					25,000		30,000	
Total Special Capital	\$ 665,000	\$ 100,000	\$ 5,065,000	\$ -	\$ 83,500	\$ 210,586	\$ 30,000	\$ -
Needed Funding								
Federal	\$ 532,000	\$ 80,000	\$ 4,052,000		\$ 66,800	\$ 168,469	\$ 24,000	\$ -
State	66,500	10,000	506,500		5,850	21,059	3,000	-
Local	66,500	10,000	506,500		10,850	21,059	3,000	-
Total Needed Funding	\$ 665,000	\$ 100,000	\$ 5,065,000	\$ -	\$ 83,500	\$ 210,586	\$ 30,000	\$ -
Available Funding								
Federal	496,000	-	3,600,000		-	-	-	-
State	62,000	-	450,000		-	-	-	-
Local	62,000	-	450,000		-	-	-	-
Total Available Funding	\$ 620,000	\$ -	\$ 4,500,000	\$ -	\$ -	\$ -	\$ -	\$ -
Surplus/(Deficit)	\$ (45,000)	\$ (100,000)	\$ (565,000)	\$ -	\$ (83,500)	\$ (210,586)	\$ (30,000)	\$ -

Note: Except for FY2003, other annual deficits would be made up through special funding requests.

Table 29 also shows the needed and available funding for the “routine capital plan”. The funding is from federal, state, and local sources. “Needed Funding,” is funding which is required to meet the routine capital plan. None of the projects shown in the “routine capital plan” are likely to meet the requirements to attract state funding. The funding need ranges from a high of \$237,437 as shown in FY 2003 to a low of about \$60,000 for FY 2006.

“Available Funding” are the funds from federal and local sources identified to finance the capital plan. The federal share is the remainder of High Point’s federal allocation after being applied to the operating budget. The federal share also deducts the \$45,000 deficit transferred from the “Special Capital Purchases.” This is noted as “Special Surplus” in the table. See explanation below. The local is assumed available and is generally consistent with the State TIP.

Finally, Table 29 also shows a “Surplus/(Deficit).” This is the difference between “needed” funding and “available” funding. Until FY 2010, High Point should have sufficient funds to meet routine capital needs. However, available funds fall short by almost \$29,000 in FY 2010.

4.3.2 Special Capital Purchases

Special capital purchases are shown in Table 30. The purchases are funded by the State using federal Section 5307 or 5309 dollars.

The expenditure primarily reflects replacement vehicle purchases. The vehicle purchases include sixteen Hi tran vehicles along with three Dial-A-Lift vehicles. North Carolina DOT originally approved the Dial-A-Lift vehicles as vans at a unit price of \$40,000. The item in Figure 26 reflects an up-grade to larger capacity “body-on-chassis” vehicles at a unit price of \$55,000. In addition, these other major capital programs are indicated:

- Expansion of the current Kivett facility at \$300,000
- New radio system at \$200,000
- Passenger Amenities in FY 2004 and FY 2007 at \$100,000 and \$58,500 respectively.

With exception of FY 2003, the Special Capital Plan is not funded. Petitioning the State of North Carolina for additional federal allocations can fund the balance of the plan. Those allocations could come from unexpended 5307 dollars or through an application of discretionary funds. While the Plan for FY 2003 shows a small, \$45,000 deficit, it is recommended that this balance be made up from the routine capital funds. The deficit reflects the purchase of larger capacity Dial-A-Lift vehicles. This amount is deducted in from “Available” federal funds in table 28 as discussed above.

4.4 Local Funding

Based on the assumptions noted above, High Point was to be annually allocated just over \$1.0 million in federal transit funds and another \$539,000 in State of North Carolina funds. Together, they represented about \$1.6 million for transit. Of this \$1.6 million, High Point uses just over \$1 million of these funds to operate and acquire routine capital items for local bus services. Consequently, High Point would leave about \$300,000 in unused federal and state funds in each year through FY 2007. *This assumes that there would be no pass through of federal funds to Guilford and Davidson Counties after FY 2003.* High Point is unable to use those dollars because it does not have a corresponding local match. If High Point had local match, another \$300,000 to \$350,000 in local bus service could conceivably be provided.

This section outlines how High Point could leverage money spent by other local transportation providers, to use many of these “unused” dollars. Two such entities exist. They are:

- Piedmont Authority for Regional Transportation (PART)
- International Home Furnishings Market Authority

TranSystems estimated that PART would spend at least \$350,000 in High Point for the new regional bus route discussed in section 3 earlier. That route was to connect downtown High Point with a transportation hub at NC 68 and I-40. In addition, the Market Authority was spending an estimated annual amount of \$720,000 in contracting for transportation service for the International Home Furnishings Market. Together, these two entities were to spend over \$1 million on transportation services. Both entities were to use local funds to provide those services. It was deemed possible for High Point to gain credit for these expenditures, enabling the City to match unused federal and state dollars.

Of the two entities, it was recommended that Hi tran initially work with PART rather than the Market Authority in gaining credit for local share. As Hi tran was a recipient of federal funds it must comply with a myriad of federal and state requirements. In a leveraging scenario, the partnering entity would potentially need to comply with these same mandates. The Market Authority, as quasi-private organization, was not set-up to comply with such mandates. On the other hand PART was in such a position. A relationship with PART, therefore, would help ensure that Hi tran continue to be in compliance with federal and state regulations.

4.4.1 Funding Approaches

There are three possible approaches to leveraging these local funds:

1. High Point contracts with the entity with local match
2. Trade of funds

3. Entity with Local Match Contracts with High Point

High Point Contracts with Entity with Local Match

An entity with significant local transportation funding, like the market authority or PART, would be hired by High Point to operate new service. High Point would “pay” the entity to operate the service with state and federal funds. The cost of the new service would equal the amount of state and federal funds High Point pays the entity. The entity’s cost of its base services (all paid by local funds) would serve as the match to the federal and state funds paid it by High Point.

Using hypothetical numbers, this arrangement would work as shown in the tables below.

Table 31: Hypothetical Operating Budget --Local Entity--Before Contract with High Point

Item	Amount
<u>Operating Expenses</u>	
Base Service	\$100,000
New Service	0
<u>Total Expenses</u>	\$100,000
<u>Funding</u>	
Local	\$100,000
State and Federal	0
<u>Total Funding</u>	\$100,000

Table 32: Hypothetical Operating Budget --Local Entity--After Contract with High Point

Item	Amount
<u>Operating Expenses</u>	
Base Service	\$100,000
New Service (for High Point)	25,000
<u>Total Expenses</u>	\$125,000
<u>Funding</u>	
Local	\$100,000
State and Federal (from High Point)	25,000
<u>Total Funding</u>	\$125,000

As can be seen, before the entity contracts with High Point, its operating budget is \$100,000, all paid with local funds. After the contract with High Point, the new budget is \$125,000, reflecting \$25,000 in new service for High Point. High Point also pays the

entity \$25,000 in federal and state funds to cover the cost of the new service. Since the entity already has \$100,000 in local funds, the state and federal funds are matched.

Advantages

- Neither the local entity nor High Point is worse off; yet the community has more service.
- The High Point area retains federal/state money it would otherwise have lost.

Disadvantages

- The operating costs of the local entity may be higher than High Point. (This can be off set if the entity in turns contracts back to High Point to operate the new service.)
- High Point loses some control over its services. (This can be off set if the entity in turns contracts back to High Point to operate the new service.)
- Additional administrative burden in keeping track of how the entity provides services and uses funds.

Trading Federal and State Funds for Local Funds

In this method, High Point would give a local entity state and/or federal funds in exchange for that entity's local funds. Using the numbers above, High Point would exchange \$25,000 in its federal/state funds for \$25,000 in that entity's local funds. High Point would then have \$25,000 available with which to match remaining state/federal funds.

Another example, involving trading off of local High Point sidewalk dollars for transit funds is displayed in Figure 48. Typically, the City of High Point spends about \$125,000 in sidewalk construction and maintenance. Potentially some if not all such spending could, from time to time, be eligible for federal transit dollars. If all such expenditures were eligible, High Point could trade local sidewalk dollars for federal dollars. The traded local dollars could be used to match any remaining federal and state dollars for service expansion.

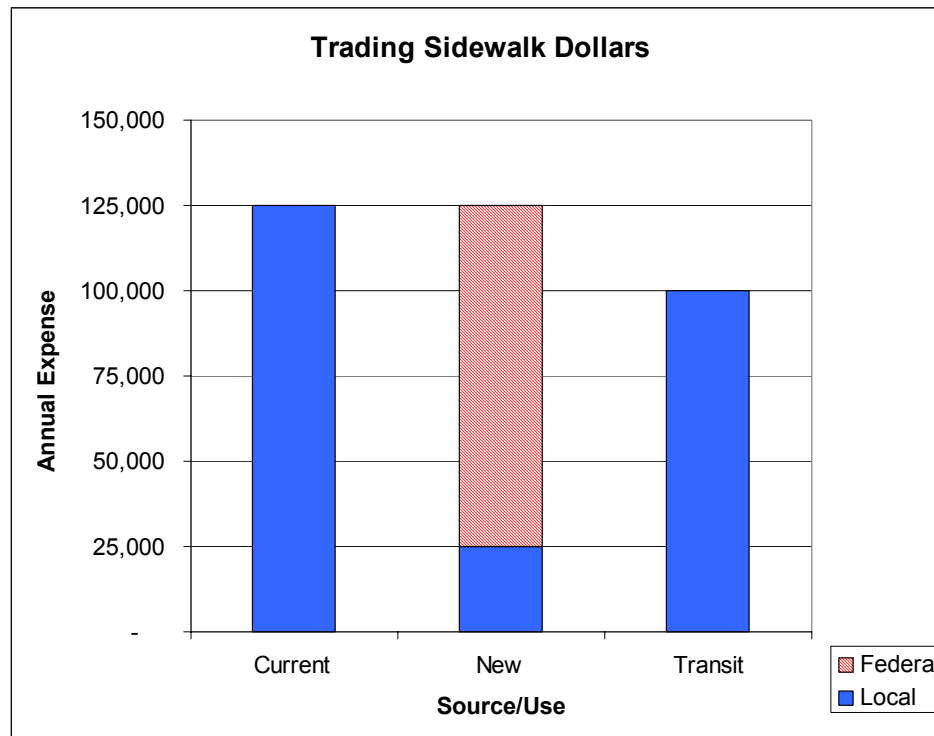
Advantages

- Neither the local entity nor High Point is worse off; yet the community has more service.
- The High Point area retains federal/state money it would otherwise have lost.

Disadvantage

- More federal/state funds are consumed for a given level of service versus the contracting method above.

Figure 48: Trading Local Sidewalk Dollars for Transit Funds



Local Entity Contracts with High Point

This is the reverse of the first method. The local entity would pay High Point to operate the local entity's service. The amount paid to High Point would equal the cost of that entity's service. High Point would disperse funds according to direction of local entity. High Point would, therefore, have a "credit" of local funds via this contractual relationship.

Advantages

- Neither the local entity nor High Point is worse off; yet the community has more service.
- The High Point area retains federal/state money it would otherwise have lost.

Disadvantage

- Local entity loses direct control over the payment of its services. (This can be off set by the entity retaining some kind of sign-off before invoices are paid.)

If PART were to be a partner in this scenario, the approach would be in keeping with PART's goal to be a funding and planning agency rather than an operator. It would also

allow PART to shift administrative and operational oversight to a group with a vested interest in that operation's success.

4.4.2 Application to High Point Service Expansion

The net operating cost (cost less fares) of the recommended expanded Hi tran service was about \$325,000 annually. By FY 2007 the cost of this service will rise to about \$381,000 annually. Presuming adequate local match, High Point has an equivalent amount in unused federal and state funds to fund most if not all of this service through FY 2007. This assumes the ability to "bank" funding balances for use in later years. It also assumes new services would begin in FY2004 and the FY 2003 "unused" funds could be "banked" and applied in later years.

Using conservative cost projections, High Point's "unused funds" are projected in the table below.

Table 33: Projected Unused Federal and State Funds—FY 2003 through FY 2010

(Fiscal Year July 1 through June 30)

Fiscal Year ending June 30	Unused Federal Funds*	Unused State Maintenance Assistance Program Funds	Total Unused Funds
FY 2003	\$114,840	\$212,837	\$327,677
FY 2004	172,618	191,687	364,305
FY 2005	168,786	170,903	339,689
FY 2006	193,579	149,439	343,018
FY 2007	143,260	127,002	270,262
FY 2008	90,842	103,547	194,389
FY 2009	24,230	79,030	103,260
FY 2010	0	53,401	53,401
Totals	\$908,155	\$1,087,846	\$1,996,001

**Assumes no pass-through of federal funds to Guilford and Davidson Counties after FY 2003.*

As seen in the table, "unused" federal and state funds diminish as time goes on. By FY 2009, these funds would be less than half the FY 2003 amounts. From FY 2003 through FY 2007, about \$1.64 million in unused state and federal funds would be available for local matching. For a four-year service expansion period from FY 2004 through FY 2007, the expanded service would cost \$1.44 million. Thus, adequate funding should exist to provide expanded service for up to four years, starting in FY 2004.

As sources of local revenue, both PART and the Market Authority had \$1 million in local funds that could potentially match the \$300,000 or so dollars needed to operate expanded High Point service.

Appendix A: User Agency and Provider Survey Instruments and Results

High Point User-Agency Survey

Date of Survey: _____

Agency Called: _____

Agency Phone Number: _____

Person (title) Interviewed: _____

Introduction

The purpose of this survey is to obtain your opinion in how well the City of High Point's Dial-A-Lift service is doing its job. We are also looking for opportunities to improve our service.

1. About how many of your clients use Dial-A-Lift each day? _____

2. Please rate the quality of service received by your clients:

	<u>Always</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>
(A) They are picked up too early	5	4	3	2	1
(B) They are picked up too late.....	5	4	3	2	1
(C) They are dropped off too early	5	4	3	2	1
(D) They are dropped off too late	5	4	3	2	1
(E) They are dropped off in the wrong place	5	4	3	2	1
(F) The bus/van driver treats clients with courtesy and respect	5	4	3	2	1
(G) The bus/van driver offers appropriate assistance to clients	5	4	3	2	1
(I) The bus/van is clean	5	4	3	2	1
(J) The bus/van is in good working condition.....	5	4	3	2	1

3. Do you assist your clients in scheduling trips on Dial-A-Lift?
_____ Yes _____ No _____ Sometimes

If “yes” or “sometimes”, please rate the following:

	<u>Always</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>
(A) You get the trip you requested	5	4	3	2	1
(B) Your trip requests are recorded accurately	5	4	3	2	1
(C) Phone operators are courteous when you make reservations.....	5	4	3	2	1
(D) You get to speak with an operator promptly when you call to make a reservation.....	5	4	3	2	1

4. What improvements would you like to see in the service (*check all that apply*)?

_____ More service. If checked, indicate in what way

_____ Greater hours per day (earlier/later service day)

_____ More days with service (such as on Sundays)

_____ Better Public Information

_____ Other: _____ (specify)

City of High Point, North Carolina
SURVEY OF USER AGENCY SATISFACTION

Between March 21 and March 28, 2002, a survey of seven user agencies was conducted to explore the public's opinion of how well the City of High Point's Dial-A-Lift service is performing. The following seven user agencies were targeted for the survey. Information is forthcoming from the High Point Mental Health Association and the Triad Dialysis Center reported that none of its clients use Dial-A-Lift services. A summary of the survey results follows, along with detailed survey responses.

User Agency	Contact	Telephone No.
Triad Adult Daycare	Barbara Payne	336-431-1537
LifeSpan	Patti Huggins	336-883-0111
ARC of High Point	Charlotte Chambers	336-883-0650
Mental Health Association	Carol Taylor	336-883-7480
Wesleyan Arms	Chris Cornette	336-884-2222
High Point Kidney Center	Margaret Philips	336-889-9200
Triad Dialysis Center	Celia Kirkman	336-454-0076

I. OVERVIEW OF SURVEY RESULTS

- Among the agencies that utilized Dial-A-Lift services, as many as 146 individual clients are served on any given day. The number of clients served per day at each agency varies between six clients and 50 clients. The average number of clients served each day per agency is 24.
- Pick-up and drop-off procedures are conducted appropriately.
 - On average, clients are *seldom* to *never* picked up or dropped off too late or too early.
 - Clients are almost *never* dropped off in the wrong location.
 - Dial-A-Lift drivers are almost *always* courteous and respectful, and offer appropriate assistance to the clients.
 - The Dial-A-Lift bus/van is almost *always* clean and in good working condition.
- All agencies assist their clients in scheduling trips at least some of the time. Four of the six (4/6) agencies surveyed regularly assist their clients with scheduling.
- Clients *usually* to *always* get the trip they request.
- Trip requests are almost *always* recorded accurately.
- All agencies (six of six agencies surveyed) reported that phone operators are *always* courteous.
- Almost all agencies reported that they *always* get to speak with an operator promptly when making a reservation.
- All agencies (six of six agencies surveyed) would like to see more service provided, although the type of increased service requested varied: service extended earlier and later into the day, service provided on weekends and holidays, and increased service provided through the use of additional vehicles.

- Almost all agencies suggested that additional public information about Dial-A-Lift would be beneficial.
- Additional comments regarding improvements in Dial-A-Lift service are included in the responses to Question 4.

1: How many of your clients use Dial-A-Lift each day?

User Agency	Number of Clients
Triad Adult Daycare	15
LifeSpan	35 to 40 (approx.)
ARC of High Point	20 (approx.)
Mental Health Association	15
Wesleyan Arms	50
High Point Kidney Center	6
Triad Dialysis Center	0 ¹

1 – The survey contact reported that no Triad Dialysis Center clients ride Dial-A-Lift. The clients all use Guilford County and CTI (hired through Guilford County). All Medicaid clients use only Guilford County Transportation (directly, versus CTI).

2: Please rate the quality of service received by your clients:

User Agency	Triad Adult Daycare	LifeSpan	ARC of High Point	Mental Health Assoc.	Wesleyan Arms	High Point Kidney Center	Triad Dialysis Center
A. They are picked up too early.	Never	Seldom	Usually	Sometimes	Seldom	Never ²	Not Applicable
B. They are picked up too late.	Seldom	Seldom	Seldom	Seldom	Seldom	Never ²	Not Applicable
C. They are dropped off too early.	Never	Seldom	Usually	Sometimes	Seldom	Never ²	Not Applicable
D. They are dropped off too late.	Never	Seldom	Seldom	Seldom	Seldom	Never ²	Not Applicable
E. They are dropped off in the wrong place.	Never	Never	Seldom	Seldom	Never	Never	Not Applicable
F. The bus/van driver treats clients with courtesy and respect.	Always	Always	Usually	Always	Always	Always	Not Applicable
G. The bus/van driver offers appropriate assistance to clients.	Always	Always	Usually	Usually	Always	Always	Not Applicable
H. The bus/van is clean.	Always	Usually	Usually	Always	Always	Always	Not Applicable
I. The bus/van is in good working condition.	Always	Usually	Usually	Usually	Always	Always	Not Applicable

2 – Clients of the High Point Kidney Center are always picked up and dropped off by Dial-A-Lift in an *appropriate* manner.

3: Do you assist your clients in scheduling trips on Dial-A-Lift?

User Agency	Triad Adult Daycare	LifeSpan	ARC of High Point	Mental Health Assoc.	Wesleyan Arms	High Point Kidney Center	Triad Dialysis Center
Yes, No, or Sometimes?	Yes	Sometimes	Yes	Yes	Yes	Sometimes	Not Applicable
If Yes or Sometimes, please rate the following:							
A. You get the trip you requested.	Always	Usually	Usually	Usually	Always	Usually	Not Applicable
B. Your trip requests are recorded accurately.	Always	Usually	Usually	Usually	Always	Always	Not Applicable
C. Phone operators are courteous when you make reservations.	Always	Always	Always	Always	Always	Always	Not Applicable
D. You get to speak with an operator promptly when you make a reservation.	Always	Always	Always	Usually	Always	Always	Not Applicable

4: What improvements would you like to see in the service (check all that apply)?

User Agency	Comments
Triad Adult Daycare	<p>More service is needed in the form of more days with service, such as on Sundays. Better public information is also needed.</p> <p>Dial-A-Lift is very helpful to the clients and coordinates very well with the agency and individuals.</p>
LifeSpan	<p>More service is needed, both in the form of increased hours per day and more days with service. More choices would be beneficial, and Sunday service to church would be nice. Also, employment-related trips at earlier and later times of the day. For example, service for first and second-shift jobs (before 7:00 a.m.) and later in the evening would be helpful. The LifeSpan hours of operation are currently being accommodated by the existing Dial-A-Lift service. She is satisfied in that regard and believes that the drivers do an excellent job. LifeSpan has never had a concern with the Dial-A-Lift drivers. CTI also does a good job.</p> <p>Better public information could probably be provided, as she does not see a lot of information available in the form of advertisement on the buses, etc.</p> <p>Other comments included that there can be long travel times for some of her clients, and price is a consideration as most of her clients are on a very fixed income.</p>
ARC of High Point	<p>More service is needed, both in the form of increased hours per day and more days with service.</p> <p>Better public information could be provided. Information in Spanish might be helpful. ARC does not currently have any Spanish-speaking clients, but she sees the potential for those clients in the future.</p> <p>Additional vehicles would help to make trips shorter and more convenient. She also sees a need for inter-city transportation, for example between High Point and Greensboro.</p>
Mental Health Association	More service is needed in the form of greater hours per day (earlier/later service).
Wesleyan Arms	More service and better public information are needed. In terms of more service, a larger service area is needed along with additional vehicles. He would also like to see the time period that reservations can be made extended (example, from 3:30 p.m. to 5:00 p.m.). He believes Dial-A-Lift does a great job.
High Point Kidney Center	More service is needed on holidays. Saturday service is provided via CTI, and the center is closed on Sundays. But, many clients require dialysis on holidays, and no transportation services are available then. Even if Dial-A-Lift could contract the provision of service to another provider, that would be helpful.

III. ANALYSIS OF SURVEY RESPONSES

Question	Triad Adult Daycare	LifeSpan	ARC of High Point	Wesleyan Arms	High Point Kidney Center	Mental Health Assoc.	Triad Dialysis Center	Total (6 agencies of 7 targeted)	Average
1. How many of your clients use Dial-A-Lift each day?	15	40	20	50	6	15	No Patients use D-A-Lift.	146	24.3
2. Rate the quality of service received by your clients:							All her clients use CTI or Guilford Co.		
A - Picked up too early	1	2	4	2	1	3			2.2
B - Picked up too late	2	2	2	2	1	2			1.8
C - Dropped off too early	1	2	4	2	1	3			2.2
D - Dropped off too late	1	2	2	2	1	2			1.7
E - Dropped off in the wrong location	1	1	2	1	1	2			1.3
F - Driver treats clients with courtesy and respect	5	5	4	5	5	5			4.8
G - Driver offers appropriate assistance to clients	5	5	4	5	5	4			4.7
H - Bus/van is clean	5	4	4	5	5	5			4.7
I - Bus/van is in good working condition	5	4	4	5	5	4			4.5
3. Do you assist your clients in scheduling trips?	Y	S	Y	Y	S	Y			S or Y
If Yes or Sometimes:									
A - You get the trip you requested	5	4	4	5	4	4			4.3
B - Your trip requests are recorded accurately	5	4	4	5	5	4			4.5
C - Phone operators are courteous...	5	5	5	5	5	5			5.0
D - You get to speak with an operator promptly...	5	5	5	5	5	4			4.8
4. What improvements would you like to see in the service?									
More service	Y	Y	Y	Y	Y	Y		6 of 6	
More service - Greater hours per day		Y	Y			Y		3 of 6	
More service - More days with service	Y	Y	Y		Y			4 of 6	
Better public Information	Y	Y	Y	Y				4 of 6	
Other		Y	Y	Y				3 of 6	

Legend: 1 = Never, 2 = Seldom, 3 = Sometimes, 4 = Usually, 5 = Always, Y = Yes, N = No, S = Sometimes

SURVEY OF AREA SERVICE PROVIDERS

Introduction

We're conducting a survey on behalf of the City of High Point. The purpose of the survey is to obtain information related to the capabilities of local transportation providers.

Date of Survey: _____

Operator Contacted: _____

Operator Phone Number: _____

Person (title) Talked to: _____

Ask of All Providers

1. Describe Services Provided: *(charter/taxi/public transportation/general public versus specialty—such as school children)*
2. Geographic Service Area:
3. Number and type of Vehicles:
____ Sedans _____ Vans _____ Small Buses *(less than 25 passengers)*
____ Large Buses (40 to 50 passengers) _____ Over the Road Coaches *(Greyhound-type)*
4. Number and location of operating facilities *(i.e., admin/maintenance garages)*

Ask of Public Providers

1. Operating Budget (indicate year)
2. Major funding sources (by amount)
3. Annual Riders

4. Annual Revenue Hours Operated:
5. Annual Revenue Miles Operated:

6. Daily Operating Hours *(first trip pick-up and last trip drop-off)*

7. Funds spent on marketing *(advertising, promotions, and printed materials)*

8. How much do you spend specifically on printed materials *(such as bus schedules)*?

9. Use of technology—does your system have or plan to acquire in the next three years the following:

_____ Automated Vehicle Locator System (AVL)

_____ Electronic Fare Payment System

_____ Mobile Data Terminals

_____ Automated scheduling/dispatching software

Ask of private operators

1. What percent of your business is:
 - Contract basis? _____
 - Individual request basis? _____
 - Charter basis? _____

City of High Point, North Carolina

SURVEY OF AREA TRANSPORTATION SERVICE PROVIDERS

In order to obtain a clear understanding of the transportation services available in the High Point area, a survey of peer area service providers was conducted. Six (6) public transportation agencies and five (5) private transportation companies were surveyed. For public agencies the survey consisted of 13 questions, and for private companies the survey consisted of five questions.

The following transportation service providers participated in the survey. A comparison of service characteristics follows. Service provider profiles are included at the end of this summary.

Service Provider	Type	Contact	Telephone No.
Greensboro Transit Authority	Public	Elizabeth James	336-373-2820
Winston Salem Transit Authority	Public	Arthur Barnes	336-727-8131
Guilford County Transportation	Public	Fred Fontana	336-641-7715
Davidson County Transportation	Public	Zeb Hanner	336-242-2251
Randolph County Area Transit System (RCATS)	Public	Russ Keeney	336-625-3389
NCDOT Rail Division	Public	Allan Paul	919-733-4713 ext. 246
Carolina Trailways	Private	Elvis Latiolais	919-833-3601
Red Bird Cab Company	Private	Henry Vaulouck	336-886-5001
First Class Cab Company	Private	Henry Moore	336-885-1966
Mazzeo Transportation	Private	Not Available	336-727-7710
Child Transportation, Inc. (CTI)	Private	Christy Welborn	336-861-1387

I. SUMMARY AND SERVICE COMPARISON

A. All Transportation Service Providers

Table 1: Services Provided

Service Provider	Type	Services Provided
Greensboro Transit Authority	Public	Comprehensive public transportation service: <ol style="list-style-type: none"> 1. Fixed route service (14 routes that operate M-F 5:15 a.m. to 11:30 p.m., Saturday 6:00 a.m. to 10:00 p.m., and Sunday 6:00 a.m. to 6:00 p.m.) 2. Demand response service for ADA clients 3. Flex route service (4 connector routes: West Wendover, Lindale, Irvin Park, and GTCC) 4. Career Express service: a closed-door express service, Monday through Friday, between the downtown transfer center and the airport employment area
Winston Salem Transit Authority	Public	Public fixed-route transportation, with ADA demand response service
Guilford County Transportation	Public	<p>Demand response and subscription service: More than half of their service is for Medicaid clients in Guilford County. They also provide county transportation services for elderly residents and for individuals in the WorkFirst program. Transportation for the rural general public and for disabled individuals living outside of High Point and Greensboro is also provided. Guilford Co. Transportation has a contract with the City of Greensboro to conduct all scheduling and routing for the City's paratransit operation.</p> <p>All transportation services are provided through two companies that Guilford County contracts with: Mazzeo Transportation and CTI.</p>
Davidson County Transportation	Public	Mostly demand response and deviated fixed route subscription service: Davidson County provides public transportation for all human service agencies in the county and general public transportation for rural areas.
Randolph County Area Transit System	Public	Rural fixed—route subscription service plus some demand response service for the elderly and disabled (24-hour notice required)
NCDOT Rail Division	Public	The Rail Division provides statewide intercity rail service. They contract the service with Amtrak. Two trains: the Carolinian and the Piedmont are provided. The Carolinian is one locomotive and six passenger cars and the Piedmont is one locomotive and four passenger cars.
Carolina Trailways	Private	Carolina Trailways provides intercity bus service for the public and general public. Their service interlines with the Greyhound bus system. They also provide private charter services in the City of High Point. Their general public service consists of 10 schedules per day operating in and out of High Point (i.e. 10 buses in and out).

Table continued

Table continued

Service Provider	Type	Services Provided
Red Bird Cab Company	Private	Red Bird provides taxicab service and other specialty transportation services. They are contracted by Guilford County.
First Class Cab Company	Private	First Class provides primarily taxicab service. The company also contracts with various agencies for transportation services (e.g. High Point Regional Hospital).
Mazzeo Transportation	Private	Not Available
Child Transportation, Inc. (CTI)	Private	CTI owns all of its vehicles and provides demand-response or specialty transportation services to residents and children in Guildford County. CTI is contracted by the Guildford County school system to provide bus transportation services for children. The company is also contracted by the City of High Point (i.e. High Point Transit) and Guildford County to provide demand-response service to the elderly and disabled individuals in those jurisdictions. Service under the Guilford County contract is provided to rural county residents and the City of Greensboro.

Table 2: Geographic Service Area

Service Provider	Public/ Private	Geographic Service Area
Greensboro Transit Authority	Public	City of Greensboro, with the exception of service to GTCC in Jamestown. Paratransit service may extend beyond the city limits.
Winston Salem Transit Authority	Public	The City of Winston Salem for fixed-route service. The entire County for paratransit service.
Guilford County Transportation	Public	For Medicaid clients, the service area is Guilford County and beyond (e.g. Durham, Chapel Hill, Winston-Salem). For non-Medicaid clients, services may be provided outside of Guilford County (most commonly to Winston-Salem), but any out-of-county trip must be a medical trip.
Davidson County Transportation	Public	Davidson County (Primarily)
Randolph County Area Transit System	Public	Randolph County (Primarily) Also, travel to Chapel Hill, Durham, Greensboro, Salisbury, and Pinehurst, primarily for medical trips
NCDOT Rail Division	Public	The Carolinian provides service between New York City and Charlotte, and the Piedmont provides intrastate service between Raleigh and Charlotte.
Carolina Trailways	Private	Continental United States
Red Bird Cab Company	Private	Cities of High Point, Thomasville, Archdale, and Trinity
First Class Cab Company	Private	Service is available anywhere. The cost is \$1.20 per trip, plus \$1.50 per mile. Some trips get a discounted rate. For example, if a trip to Burlington is needed on a regular basis, the charge for the trip may be \$25 each way to Burlington.
Mazzeo Transportation	Private	Not Available
Child Transportation, Inc. (CTI)	Private	Guilford County (Including City of High Point, City of Greensboro, and rural Guilford County)

Table 3: Number and Type of Vehicles Owned

Service Provider	Public/ Private	Number and Type of Vehicles Operated
Greensboro Transit Authority	Public	28 buses (34-passenger); 14 are lift-equipped 28 vans; all are lift-equipped
Winston Salem Transit Authority	Public	72 vehicles total: 55 buses (38-passenger buses, for fixed-route service) 17 small buses and cut-away vans (paratransit service)
Guilford County Transportation	Public	Contracted service, consisting of approximately 40 vans or cars Mazzeo Transportation: 25 vehicles per day Child Transportation, Inc. 15 to 18 vehicles per day
Davidson County Transportation	Public	23 vehicles total: 9 vans and 14 small buses
Randolph County Area Transit System	Public	22 vehicles total: 20 vans (2 minivans and 18 15-passenger, center-aisle vans) and 2 small buses (24-passenger)
NCDOT Rail Division	Public	The Carolinian provides one northbound and one southbound train per day. The Piedmont provides four trains per day, with northbound and southbound service.
Carolina Trailways	Private	64 Over-the-Road coaches (47 or 55-passenger) total; 10 buses operate within High Point
Red Bird Cab Company	Private	23 Sedans (Ford Crown Victorias) in High Point; also 15 vehicles in Burlington, NC The City of High Point has awarded Red Bird with permits for 10 additional vehicles. Therefore, Red Bird could operate 10 additional vehicles in the future.
First Class Cab Company	Private	Approximately 20 vehicles: 15 – 17 sedans, 2 station wagons, and one minivan.
Mazzeo Transportation	Private	Not Available
Child Transportation, Inc. (CTI)	Private	25 operating vehicles, plus 10 stand-by vehicles Among the 25 operating vehicles, 10 to 12 are 15-passenger conversion vans with ADA lifts and 2 are small buses. The remaining 11 to 13 operating vehicles are minivans.

Table 4: Number and Location of Operating Facilities

Service Provider	Public/ Private	Number and Location of Operating Facilities
Greensboro Transit Authority	Public	One location provides administrative and maintenance services: 320 E. Friendly Avenue, Greensboro, NC 27401
Winston Salem Transit Authority	Public	One administrative center and one transportation center in Winston Salem
Guilford County Transportation	Public	One location provides administrative services: 415 N. Edgeworth Street, Suite 125, Greensboro, NC 27401. There is no need for a garage due to contracted service.
Davidson County Transportation	Public	One location provides administrative, dispatch, and maintenance functions: 925 North Main, Lexington, NC 27292
Randolph County Area Transit System	Public	One location serves as functions: 133 W. Wainman Avenue, Ashboro 27203
NCDOT Rail Division	Public	The Piedmont stops in Raleigh, Cary, Durham, Burlington, Greensboro, High Point, Salisbury, Kannapolis, and Charlotte. The Carolinian stops at all of the locations that the Piedmont serves, with additional stops in Selma, Wilson, Rocky Mount, and stops in Virginia, and other states in the East.
Carolina Trailways	Private	The general office is located in Raleigh, NC. Operations facilities are located within Raleigh, NC, and Norfolk, VA. Maintenance facilities are located in Raleigh, NC, and Salisbury, Maryland.
Red Bird Cab Company	Private	One High Point Location: 210 W. Ward Avenue, High Point, NC 27260
First Class Cab Company	Private	One location provides administrative and maintenance functions: 201 N. Lindsey Street, High Point, NC 27262
Mazzeo Transportation	Private	Not Available
Child Transportation, Inc. (CTI)	Private	One High Point Location: 216 Liberty Road, Archdale, NC 27263

B. Private Transportation Service Providers Only

What percent of your business is: contract basis, individual request basis, or charter basis?

Service Provider	Type of Business – Contract, Individual Request, or Charter
Carolina Trailways	98% Individual request basis and 2% Charter basis
Red Bird Cab Company	50% Contract basis 50% Individual request basis
First Class Cab Company	20 - 30% Contract basis 70 – 80% Individual request basis The company is available for charter service, but has not experienced a demand for that type of service.
Mazzeo Transportation	Not Available
Child Transportation, Inc. (CTI)	100% contract basis (contracts with the City of High Point, Guilford County, and Guildford County Schools)

C. Public Transportation Service Providers Only

1. Operating Budget:

Service Provider	Operating Budget
Greensboro Transit Authority	\$8.4 million (FY 2001)
Winston Salem Transit Authority	\$8.0 million (Current)
Guilford County Transportation	\$2.9 million (FY 2001) (Includes funding to provide scheduling for the City of Greensboro)
Davidson County Transportation	\$918,100 (FY 2001)
Randolph County Area Transit System	\$547,000 (Current)
NCDOT Rail Division	\$6.0 million (FY 2001: July 1, 2000 to June 30, 2001)

2. Major Funding Sources (By Amount):

Service Provider	Major Funding Sources			
Greensboro Transit Authority	FTA Sect. 5307			
	\$1,900,000			
	Fares			
	\$ 800,000			
	Donation (Duke Power)			
	\$1,500,000			
	Property Tax for Transit (Ad Velorum, 2 cent levy)			
Winston Salem Transit Authority	\$3,200,000			
	NCDOT MAP (Maint. Assist. Program)			
	\$ 813,000			
	State Intangibles Tax			
	\$ 85,000			
	TOTAL:			
	\$8,298,000			
Guilford County Transportation	<u>Fixed Route:</u>		<u>Paratransit</u>	
	Federal	\$ 1,300,000	Medicaid	\$ 295,000
	Contract	\$ 59,000	EDTAP	\$ 81,000
	Fares	\$ 1,100,000	Title III	\$ 253,000
	Adv.	\$ 30,000	County	\$ 128,000
	Vending	\$ 18,000	City	\$ 128,000
	Contract-Other Vehs.	\$ 74,000	<u>Federal</u>	\$ <u>269,000</u>
	City Vehicle Repair	\$ 97,000	TOTAL:	\$ 1,154,000
	NCDOT	\$ 1,000,000		
	Mass Transit Tax Fund	\$ 2,700,000		
	Ticket Sales	\$ 400,000		
	Misc. Rev (Charter)	\$ 42,000		
	TOTAL:	\$ 6,820,000		
	Medicaid	\$ \$1,600,000		
	Title III (Sr. Adults)	\$ \$ 280,000		
	NCDOT ROAP	\$		
Davidson County Transportation	EDTAP	\$ \$ 133,000		
	RGP	\$ \$ 40,000		
	WorkFirst	\$ \$ 40,000		
	NCDOT CTP	\$ \$ 150,000		
	Fares	\$ \$ 40,000		
	City of Greensburg	\$ \$ 100,000		
	Guilford County	\$ \$ 500,000		
	TOTAL:	\$ \$2,883,000		
	Senior Services:	\$ 85,000		
	Social Services:	\$ 100,000		
	City of High Point	\$ 65,000		
	NCDOT ROAD			
	EDTAP	\$ 79,940		
	Sect. 18	\$ 68,000		
	RGP	\$ 56,000		
	TOTAL:	\$ 453,940		

Service Provider		Major Funding Sources	
	Assume \$464,200 comes from County		
Randolph County Area Transit System	NCDOT CTP	\$	113,000
	NCDOT ROAP		
	EDTAP	\$	69,000
	WorkFirst	\$	15,000
	RGP	\$	46,000
	Title III (Sr. Adults)	\$	180,000
	<u>Other</u> (Farebox, other local contracts)	<u>\$</u>	<u>124,000</u>
	TOTAL:	\$	547,000
NCDOT Rail Division	100% NCDOT (Ticket agents and baggage handlers at the High Point station are paid by the State.)		

3. Annual Ridership:

Service Provider	Annual Ridership
Greensboro Transit Authority	<ul style="list-style-type: none"> 1,885,000 person trips per year (one-way): 1,800,000 person-trips - General Public transportation, and 75,000 to 85,000 person-trips - ADA transportation
Winston Salem Transit Authority	<ul style="list-style-type: none"> 2,898,000 person trips per year (one-way): 2,800,000 person trips – Fixed Route 98,000 person trips - Paratransit
Guilford County Transportation	214,000 person-trips per year (one-way), plus 110,000 trips scheduled for Greensboro per year
Davidson County Transportation	101,240 person-trips per year (one-way)
Randolph County Area Transit System	67,000 person-trips per year (one-way)
NCDOT Rail Division	<p>Total ridership: 531,000 person trips per year (one-way), including other Amtrak trips</p> <p>For FY 2001: Carolinian – 185,100 person trips per year (one-way)</p> <p>Piedmont - 53,000 person trips per year (one-way)</p> <p>In High Point (FY 2001):</p> <p>Carolinian - 8,382 person trips per year (one-way)</p> <p>Piedmont - 3,688 person trips per year (one-way)</p> <p>NCDOT Total: 12,070 person trips per year (one-way)</p> <p>Crescent: 2,374 (Amtrak train, not State funded)</p> <p>Total High Point Ridership: 14,444 person trips per year (one-way)</p>

4. Annual Revenue Hours Operated:

Service Provider	Annual Revenue Hours Operated:
Greensboro Transit Authority	Fixed Route: 96,205 revenue hours per year ADA: 29,950 revenue hours per year Flex Routes: 3,600 revenue hours per year Career Exp.: 16,785 revenue hours per year TOTAL: 146,540 revenue hours per year
Winston Salem Transit Authority	Fixed Route: 120,000 revenue hours per year Paratransit (ADA): 36,000 revenue hours per year TOTAL: 156,000 revenue hours per year
Guilford County Transportation	85,800 revenue hours per year
Davidson County Transportation	34,100 revenue hours per year
Randolph County Area Transit System	31,700 revenue hours per year
NCDOT Rail Division	Not Available

5. Annual Revenue Miles Operated:

Service Provider	Annual Revenue Miles Operated
Greensboro Transit Authority	N/A
Winston Salem Transit Authority	Fixed Route: 1,450,000 revenue miles per year Paratransit (ADA): 530,000 revenue miles per year TOTAL: 1,980,000 revenue miles per year
Guilford County Transportation	1,560,000 revenue miles per year
Davidson County Transportation	421,250 revenue miles per year
Randolph County Area Transit System	406,400 revenue miles per year
NCDOT Rail Division	Not Available

6. Daily Operating Hours:

Service Provider	Daily Operating Hours
Greensboro Transit Authority	Fixed Route Service: Mon. –Fri. 5:15 a.m. to 11:30 a.m. Saturday 6:00 a.m. to 10:00 p.m. Sunday 6:00 a.m. to 6:00 p.m.
Winston Salem Transit Authority	5:00 a.m. to 12:00 a.m.
Guilford County Transportation	For 95% of all clients: Mon-Fri. 5:00 a.m. to 9:00 p.m. Saturday 5:00 a.m. to 5:30 p.m. For dialysis clients or Medicaid clients, alternate numbers are available 24 hours a day. Employment trips will be extended to 9:00 p.m. (from 5:30 p.m.) after July 1, 2002.
Davidson County Transportation	Mon.-Fri. 6:30 a.m. to 5:30 p.m.; No Saturday or Sunday service
Randolph County Area Transit System	Mon. – Fri. 6:00 a.m. to 6:00 p.m.; For dialysis clients, hours may be extended (e.g. 4:30 a.m. 3 days per week); Some weekend service is leased.
NCDOT Rail Division	Trains run 24 hours per day, 7 days per week.

7. Funds Spent on Marketing:

Service Provider	Funds Spent on Marketing
Greensboro Transit Authority	\$150,000
Winston Salem Transit Authority	\$ 30,000
Guilford County Transportation	\$ 0
Davidson County Transportation	\$ 0
Randolph County Area Transit System	\$ 1,000
NCDOT Rail Division	For the High Point station in particular, no estimate is available. System-wide, \$400,000 is spent on marketing for the Carolinian and the Piedmont trains each year. NCDOT also tags onto national passenger rail advertising.

8. Funds Spent Specifically on Printed Materials:

Service Provider	Funds spent specifically on printed materials – such as bus schedules
Greensboro Transit Authority	\$ 50,000 (One third of the entire marketing budget)
Winston Salem Transit Authority	Included in the marketing budget; breakdown not available
Guilford County Transportation	\$ 0
Davidson County Transportation	\$ 0
Randolph County Area Transit System	\$ 1,000 (Included in the marketing budget – 100%)
NCDOT Rail Division	\$ 70,000 (18 percent of the State’s marketing budget for rail)

9. Use of Technology:

Service Provider	Use of Technology
Greensboro Transit Authority	The City currently uses an electronic fare payment system and automated scheduling and dispatch software. They would like to utilize AVL and mobile data terminals in the future.
Winston Salem Transit Authority	The City currently uses all four identified technologies: Automated Vehicle Location System, Electronic Fare Payment System, Mobile Data Terminals, and Automated Scheduling/Dispatching software.
Guilford County Transportation	The County currently uses automated scheduling/dispatching software. (Intellitran’s Mobility Master software is used to schedule trips for the City of Greensboro. It was intended that the software would be used by both Guilford Co. and the Greensboro, but 13c issues and software limitations prevent it from being used by both systems. All other scheduling is done using Excel spreadsheets.
Davidson County Transportation	The County currently uses automated scheduling/dispatching software (MiniPass); They would like to see AVL used in the operation in the future to improve efficiency and productivity.
Randolph County Area Transit System	The County currently uses automated scheduling and dispatch software. (They rent it; simple software.) In the future, they would like to use AVL and mobile data terminals. They do not have a need for an electronic fare payment system.
NCDOT Rail Division	Electronic ticket sales are available at some stations. In the future, AVL, MDTs, and other GIS-based technologies will hopefully be in use (probably 2 years in the future).

II. PUBLIC TRANSPORTATION SERVICE PROVIDER PROFILES

Greensboro Transit Authority, Elizabeth James

- **Services Provided:** Comprehensive public transportation service:
 - Fixed route service (14 routes that operate M-F 5:15 a.m. to 11:30 p.m., Saturday 6:00 a.m. to 10:00 p.m., and Sunday 6:00 a.m. to 6:00 p.m.)
 - Demand response service for ADA clients
 - Flex route service (4 connector routes: Westwindover, Lindale, Irvin Park, and GTCC)
 - Career Express service: a closed-door express service, Monday through Friday, between the downtown transfer center and the airport employment area
- **Service Area:** City of Greensboro, with the exception of service to GTCC in Jamestown. Paratransit service may extend beyond the city limits.
- **Number and Type of Vehicles Operated:** 28 buses (34-passenger), half are lift-equipped; and 28 vans; all are lift-equipped
- **Facilities:** One location provides administrative and maintenance services: 320 E. Friendly Avenue, Greensboro, NC 27401

Operating Budget: \$8.4 million (FY 2001)

Major Funding Sources:

FTA Sect. 5307	\$1,900,000
Fares	\$ 800,000
Donation (Duke Power)	\$1,500,000
Property Tax for Transit	\$3,200,000 (Ad Velorum, 2 cent levy)
NCDOT MAP	\$ 813,000 (Maint. Assist. Program)
State Intangibles Tax	\$ 85,000
TOTAL:	\$8,298,000

- **Ridership:** 1,885,000 person trips per year (one-way):
 - 1,800,000 person-trips - General Public transportation; and 75,000 to 85,000 person-trips - ADA transportation
- **Annual Revenue Hours Operated:**
 - Fixed Route: 96,205 revenue hours per year
 - ADA: 29,950 revenue hours per year
 - Flex Routes:: 3,600 revenue hours per year
 - Career Exp.: 16,785 revenue hours per year
 - TOTAL: 146,540 revenue hours per year
- **Annual Revenue Miles Operated:** Forthcoming
- **Daily Operating Hours:** Fixed Route Service: Mon. –Fri. 5:15 a.m. to 11:30 a.m.; Saturday 6:00 a.m. to 10:00 p.m.; Sunday 6:00 a.m. to 6:00 p.m.
- **Funds Spent on Marketing:** \$150,000
- **Funds Spent specifically on printed materials:** \$50,000 (Included in the \$150,000 marketing budget)
- **Use of Technology:** The City currently uses an electronic fare payment system and automated scheduling and dispatch software. They would like to utilize AVL and mobile data terminals in the future.

Winston Salem Transit Authority, Arthur Barnes

- **Services Provided:** Public fixed-route transportation, with ADA demand response service
- **Service Area:** The City of Winston Salem for fixed-route service. The entire County for paratransit service.
- **Number and Type of Vehicles Operated:** 72 vehicles total: 55 buses (38-passenger buses, for fixed-route service); and 17 small buses and cut-away vans (paratransit service)
- **Facilities:** One administrative center and one transportation center

Operating Budget: \$8.0 million (Current)

Major Funding Sources:

Fixed Route:

Federal	\$ 1,300,000
Contract	\$ 59,000
Fares	\$ 1,100,000
Adv.	\$ 30,000
Vending	\$ 18,000
Contract-Other Vehs.	\$ 74,000
City Vehicle Repair	\$ 97,000
NCDOT	\$ 1,000,000
Mass Transit Tax Fund	\$ 2,700,000
Ticket Sales	\$ 400,000
Misc. Rev (Charter)	\$ 42,000
TOTAL:	\$ 6,820,000

Paratransit

Medicaid	\$ 295,000
EDTAP	\$ 81,000
Title III	\$ 253,000
County	\$ 128,000
City	\$ 128,000
Federal	\$ 269,000
TOTAL:	\$1,154,000

- **Ridership:** 2,898,000 person trips per year (one-way): 2,800,000 person trips – Fixed Route; and 98,000 person trips - Paratransit
- **Annual Revenue Hours Operated: TOTAL: 156,000 revenue hours per year:** Fixed Route: 120,000 revenue hours per year, and Paratransit (ADA): 36,000 revenue hours per year
- **Annual Revenue Miles Operated: TOTAL: 1,980,000 revenue miles per year:** Fixed Route: 1,450,000 revenue miles per year and Paratransit (ADA): 530,000 revenue miles per year
- **Daily Operating Hours:** 5:00 a.m. to 12:00 a.m.
- **Funds Spent on Marketing:** \$ 30,000
- **Funds Spent specifically on printed materials:** Included in marketing budget; breakdown not available.
- **Use of Technology:** The City currently uses all four identified technologies: Automated Vehicle Location System, Electronic Fare Payment System, Mobile Data Terminals, and Automated Scheduling/Dispatching software.

Guilford County Transportation, Fred Fontana

- **Services Provided:** Demand response and subscription service: More than half of their service is for Medicaid clients in Guilford County. They also provide county transportation services for elderly residents and for individuals in the WorkFirst program. Transportation for the rural general public and for disabled individuals living outside of High Point and Greensboro is also provided. Guilford Co. Transportation has a contract with the City of Greensboro to conduct all scheduling and routing for the City's paratransit operation. All transportation services are provided through two companies that Guilford County contracts with: Mazzeo Transportation and CTI.
- **Service Area:** For Medicaid clients, the service area is Guilford County and beyond (e.g. Durham, Chapel Hill, Winston-Salem). For non-Medicaid clients, services may be provided outside of Guilford County (most commonly to Winston-Salem), but any out-of-county trip must be a medical trip.
- **Number and Type of Vehicles Operated:** Contracted service, consisting of approximately 40 vans or cars (Mazzeo Transportation: 25 vehicles per day; and Child Transportation, Inc. 15 to 18 vehicles per day)
- **Facilities:** One location provides administrative services: 415 N. Edgeworth Street, Suite 125, Greensboro, NC 27401. There is no need for a garage due to contracted service.

Operating Budget: \$2.9 million (FY 2001)

(Includes funding to provide scheduling for the City of Greensboro)

Major Funding Sources:

Medicaid	\$1,600,000	
Title III (Sr. Adults)	\$ 280,000	(Title III & Medicaid ride free)
NCDOT ROAP		
EDTAP	\$ 133,000	
RGP	\$ 40,000	
WorkFirst	\$ 40,000	
NCDOT CTP	\$ 150,000	(Community Transp. Program)
Fares	\$ 40,000	Note: CTP is 85% Fed, and 15% State funding
City of Greensburg	\$ 100,000	
Guilford County	\$ 500,000	
TOTAL:	\$2,883,000	

- **Ridership:** 214,000 person-trips per year (one-way), plus 110,000 trips scheduled for Greensboro per year
- **Annual Revenue Hours Operated:** 85,800 revenue hours per year
- **Annual Revenue Miles Operated:** 1,560,000 revenue miles per year
- **Daily Operating Hours:** For 95% of all clients: Mon-Fri. 5:00 a.m. to 9:00 p.m. and Saturday 5:00 a.m. to 5:30 p.m.; For dialysis clients or Medicaid clients, alternate numbers are available 24 hours a day. Note that employment trips will be extended to 9:00 p.m. (from 5:30 p.m.) after July 1, 2002.
- **Funds Spent on Marketing:** \$0
- **Funds Spent specifically on printed materials:** \$0
- **Use of Technology:** The County currently uses automated scheduling/dispatching software. (Intellitran's Mobility Master software is used to schedule trips for the City of Greensboro. It

was intended that the software would be used by both Guilford Co. and the City of Greensboro, but 13c issues and software limitations prevent it from being used by both systems. All other scheduling is done using Excel spreadsheets.

Davidson County Transportation, Zeb Hanner

- **Services Provided:** Mostly demand response and deviated fixed route subscription service: Davidson County provides public transportation for all human service agencies in the county and general public transportation for rural areas.
- **Service Area:** Davidson County (Primarily)
- **Number and Type of Vehicles Operated:** 23 vehicles total: 9 vans and 14 small buses
- **Facilities:** One location provides administrative, dispatch, and maintenance functions: 925 North Main, Lexington, NC 27292

Operating Budget: \$918,100 (FY 2001)

Major Funding Sources:

Senior Services: \$ 85,000

Social Services: \$100,000

City of High Point \$ 65,000

NCDOT ROAD

EDTAP \$ 79,940

Sect. 18 \$ 68,000

RGP \$ 56,000

TOTAL: \$453,940

Assume the remainder (\$464,200) comes from the County

- **Ridership:** 67,000 person-trips per year (one-way)
- **Annual Revenue Hours Operated:** 34,100 revenue hours per year
- **Annual Revenue Miles Operated:** 421,250 revenue miles per year
- **Daily Operating Hours:** Mon.-Fri. 6:30 a.m. to 5:30 p.m.; No Saturday or Sunday service
- **Funds Spent on Marketing:** \$0
- **Funds Spent specifically on printed materials:** \$0
- **Use of Technology:** The County currently uses automated scheduling/dispatching software (MiniPass); they would like to see AVL used in the operation in the future to improve efficiency and productivity.

Randolph County Area Transit System (RCATS), Russ Keeney

- **Services Provided:** Rural fixed—route subscription service plus some demand response service for the elderly and disabled (24-hour notice required)
- **Service Area:** Randolph County (Primarily) Also, travel to Chapel Hill, Durham, Greensboro, Salisbury, and Pinehurst, primarily for medical trips
- **Number and Type of Vehicles Operated:** 22 vehicles total: 20 vans (2 minivans and 18 15-passenger, center-aisle vans) and 2 small buses (24-passenger)
- **Facilities:** One location serves as functions: 133 W. Wainman Avenue, Ashboro 27203

Operating Budget: \$547,000 (Current)

Major Funding Sources:

NCDOT CTP \$ 113,000

NCDOT ROAP

EDTAP \$ 69,000

WorkFirst \$ 15,000

RGP \$ 46,000

Title III (Sr. Adults) \$ 180,000

Other \$ 124,000 (Farebox, other local contracts)

TOTAL: \$ 547,000

- **Ridership:** 101,240 person-trips per year (one-way)
- **Annual Revenue Hours Operated:** 31,700 revenue hours per year
- **Annual Revenue Miles Operated:** 406,400 revenue miles per year
- **Daily Operating Hours:** Mon. – Fri. 6:00 a.m. to 6:00 p.m.; For dialysis clients, hours may be extended (e.g. 4:30 a.m. 3 days per week); Some weekend service is leased.
- **Funds Spent on Marketing:** \$1,000
- **Funds Spent specifically on printed materials:** \$1,000 (100% of marketing budget)
- **Use of Technology:** The County currently uses automated scheduling and dispatch software. (They rent it; simple software.) In the future, they would like to use AVL and mobile data terminals. They do not have a need for an electronic fare payment system.

NCDOT Rail Division, Allan Paul

- **Services Provided:** The Rail Division provides statewide intercity rail service. They contract the service with Amtrak. Two trains: the Carolinian and the Piedmont are provided. The Carolinian is one locomotive and six passenger cars and the Piedmont is one locomotive and four passenger cars.
- **Service Area:** The Carolinian provides service between New York City and Charlotte, and the Piedmont provides intrastate service between Raleigh and Charlotte.
- **Number and Type of Vehicles Operated:** The Carolinian provides one northbound and one southbound train per day. The Piedmont provides four trains per day, with northbound and southbound service.
- **Facilities:** The Piedmont stops in Raleigh, Cary, Durham, Burlington, Greensboro, High Point, Salisbury, Kannapolis, and Charlotte. The Carolinian stops at all of the locations that the Piedmont serves, with additional stops in Selma, Wilson, Rocky Mount, and stops in Virginia, and other states in the East. The NCDOT Rail/Amtrak station in High Point is located at 100 West High Street.
- **Operating Budget:** \$6.0 million (FY 2001: July 1, 2000 to June 30, 2001)
Major Funding Sources: 100% NCDOT (Ticket agents and baggage handlers at the High Point station are paid by the State.)

Ridership:

Total State ridership: 531,000 person trips per year (one-way), including other Amtrak trips

For FY 2001: Carolinian – 185,100 person trips per year (one-way)
Piedmont - 53,000 person trips per year (one-way)

In High Point (FY 2001):

Carolinian - 8,382 person trips per year (one-way)

Piedmont - 3,688 person trips per year (one-way)

NCDOT Total: 12,070 person trips per year (one-way)

Crescent: 2,374 “ (Amtrak train, not State funded)

Total High Point Ridership: 14,444 person trips per year (one-way)

- **Annual Revenue Hours Operated:** N/A
- **Annual Revenue Miles Operated:** N/A
- **Daily Operating Hours:** Trains run 24 hours per day, 7 days per week.
- **Funds Spent on Marketing:** For the High Point station in particular, no estimate is available. System-wide, \$400,000 is spent on marketing for the Carolinian and the Piedmont trains each year. NCDOT also tags onto national passenger rail advertising.
- **Funds Spent specifically on printed materials:** \$ 70,000 (18 percent of the State’s marketing budget for rail)
- **Use of Technology:** Electronic ticket sales are available at some stations. In the future, AVL, MDTs, and other GIS-based technologies will hopefully be in use (probably 2 years in the future).

III. PRIVATE TRANSPORTATION SERVICE PROVIDER PROFILES

Carolina Trailways, Elvis Latiolais

- **Services Provided:** Carolina Trailways provides intercity bus service for the public and general public. Their service interlines with the Greyhound bus system. They also provide private charter services in the City of High Point. Their general public service consists of 10 schedules per day operating in and out of High Point (i.e. 10 buses in and out).
- **Service Area:** Continental United States
- **Number and Type of Vehicles Operated:** 64 Over-the-Road coaches (47 or 55-passenger) total; 10 buses operate within High Point
- **Facilities:** The general office is located in Raleigh, NC. Operations facilities are located within Raleigh, NC, and Norfolk, VA. Maintenance facilities are located in Raleigh, NC, and Salisbury, Maryland.
- **Type of Business (Contract/Individual Request/Charter):** 98% Individual request basis and 2% Charter basis

Red Bird Cab Company, Henry Vaulouck

- **Services Provided:** Red Bird provides taxicab service and other specialty transportation services. They are contracted by Guilford County.
- **Service Area:** Cities of High Point, Thomasville, Archdale, and Trinity
- **Number and Type of Vehicles Operated:** 23 Sedans (Ford Crown Victorias) in High Point; also 15 vehicles in Burlington, NC; The City of High Point has awarded Red Bird with permits for 10 additional vehicles. Therefore, Red Bird could operate 10 additional vehicles in the future.
- **Facilities:** One High Point Location: 210 W. Ward Avenue, High Point, NC 27260
- **Type of Business (Contract/Individual Request/Charter):** 50% Contract basis and 50% Individual request basis

First Class Cab Company, Henry Moore

- **Services Provided:** First Class provides primarily taxicab service. The company also contracts with various agencies for transportation services (e.g. High Point Regional Hospital).
- **Service Area:** Service is available anywhere. The cost is \$1.20 per trip, plus \$1.50 per mile. Some trips get a discounted rate. For example, if a trip to Burlington is needed on a regular basis, the charge for the trip may be \$25 each way to Burlington.
- **Number and Type of Vehicles Operated:** Approximately 20 vehicles: 15 – 17 sedans, 2 station wagons, and one minivan.
- **Facilities:** One location provides administrative and maintenance functions: 201 N. Lindsey Street, High Point, NC 27262
- **Type of Business (Contract/Individual Request/Charter):** 20 to 30% is contract basis and 70 to 80% is individual request basis. The company is available for charter service, but has not experienced a demand for that type of service.

Child Transportation, Inc. (CTI), Christy Welborn

- **Services Provided:** CTI owns all of its vehicles and provides demand-response or specialty transportation services to residents and children in Guilford County. CTI is contracted by the Guilford County school system to provide bus transportation services for children. The company is also contracted by the City of High Point (i.e. High Point Transit) and Guilford County to provide demand-response service to the elderly and disabled individuals in those jurisdictions. Service under the Guilford County contract is provided to rural county residents and the City of Greensboro.
- **Service Area:** Guilford County (Including City of High Point, City of Greensboro, and rural Guilford County)
- **Number and Type of Vehicles Operated:** 25 operating vehicles, plus 10 stand-by vehicles: Among the 25 operating vehicles, 10 to 12 are 15-passenger conversion vans with ADA lifts and 2 are small buses. The remaining 11 to 13 operating vehicles are minivans.
- **Facilities:** One High Point Location: 216 Liberty Road, Archdale, NC 27263
- **Type of Business (Contract/Individual Request/Charter):** 100% contract basis (contracts with the City of High Point, Guilford County, and Guilford County Schools)